

We are nearing the end of 2019 and what an interesting and challenging year we have faced both as a nation and a world. But the strength of New Zealand is not just how we respond to triumphs, but how we rally together in times of tragedy. Our presence on the world stage as thought-leaders and an example of how nations should conduct themselves has never been stronger.

As a small Pacific Nation, New Zealand has always outperformed bigger, stronger, richer nations, and hopefully at the beginning of November, we can celebrate the All Blacks holding aloft a certain trophy in Japan. It's also a very special and proud time for Honda that Japan is hosting the World Cup and we wish them every success for what is sure to be an outstanding tournament.

Around this time last year, we had celebrations of our own, it being 30 years since the Honda brand was officially established in New Zealand.

As part of these anniversary celebrations we made a promise to both our Honda customers and New Zealand, that we would plant 30 000 native trees in one year to commemorate this very special milestone. It was a big challenge but fortunately planting trees was not something new to us. We have had a Honda initiative in place since 2004 called the Honda TreeFund which had already funded the planting of over 650 000 trees by the time the anniversary planting came around.

I am delighted to report back that we have met and exceeded our target of 30 000 trees in one year (which takes our Honda TreeFund total to over 700,000) and we have a story in this issue of Eclipse which tells you how we did this. As part of this tree planting exercise, we have also started to establish the Honda Forest in Kaiapoi, an earthquake-ravaged area north of Christchurch, and I was delighted to be part of the official 'Turning of the Soil' and planting day in May this year.

Scott Dixon continues to make headlines abroad and at home and we are very proud of our association with Scott as Honda Ambassador. I and my colleague, Peter Ashley, were lucky enough to attend the final IndyCar race of the season in San Francisco this last month with a contingent of other Kiwis. It was both my first visit to an IndyCar event and my first visit to the US. Scott finished his season achieving a very creditable third place which secured Honda the Manufacturers' Championship and included the fastest lap for the race. Even more exciting for those of us from Honda New Zealand was Scott's invitation to join him and his team in their pit and HQ Team Trucks.

It made attending the race a truly memorable occasion. And we, along with the rest of New Zealand, look forward to supporting Scott in the 2020 season.

Nobuya Sonoda, Managing Director, Honda New Zealand











STAY CONNECTED WITH THE 2020 JAZZ

The Honda Jazz – it's packed with all the features one doesn't expect to get in a small car.

Features which are standard across the range such as: class-leading space (very important in a small car), the innovative magic seat system, reversing camera, parking sensors, and a 5 star safety rating thanks to Honda's active safety technology. So Honda's challenge is how do you make this popular small hatch even better?

The 2020 Jazz has a brand new touchscreen display system with SmartPhone connectivity across the range, and enhanced audio. What's more you'll be able to customise your touchscreen with interchangeable skins. The entry level Jazz S will have Apple CarPlay as standard, but there will be an option to upgrade the system to include Android Auto as well. All other Jazz models will have both Apple CarPlay and Android Auto as standard.

If you need to charge up while on the go, there's also a USB port to plug in and Bluetooth® if you prefer staying connected this way. Like many of us who also like to listen to our favourite music in an old-school way from time-to-time, the Jazz has retained a CD/DVD option too. And, you won't be taking your eye off the road to change your selections, steering-wheel mounted controls help make things easier and safer.

All of the Jazz RS models have also had some style upgrades to the interior. There's a distinctive and eye-catching RS Sports Trim throughout – seats, door panels, steering wheel, dash and shifter all feature this sporty orange detailing using colour highlights and bold stitching.

And of course, there are 8 colours to choose from and fuel economy figures which start from an impressive 5.1L/100kms. Like any new Honda, every new Jazz comes with a 5 year warranty, unlimited kms and 5 year Roadside Assistance, nationwide.

So why don't you get in touch with your nearest Honda dealer and see what the buzz is about. The 2020 Jazz could be the smart way to do small.



"Thank you, Honda, for the beautiful tree you sent us. What a surprise!"

Jill & Colin Garrett

"Many thanks for the kaka beak which we have planted. What a great idea, well done Honda."

Mike & Kathy Cornford

In August 2018, Honda New Zealand celebrated our 30 year anniversary in New Zealand. As part of these celebrations, we decided to plant 1,000 trees for every year Honda has been in New Zealand. We are now just over a year down the track and are delighted to announce that we have not only met our target, but have exceeded it by quite a long way.

So how did we do it? This initiative grew naturally out of the Honda TreeFund which was established in New Zealand in 2004. The TreeFund is a local initiative inspired by our founder Soichiro Honda who had a vision to 'leave blue skies for our children' – an initiative which has funded the planting of over 700,000 native trees to date.

#1 Gifting trees

We continued to gift trees to our Honda customers when they purchase a Honda, regardless of whether it is a new or used Honda. This last year, more than 6,000 native trees found a home this way and we are delighted to share some of the feedback from our Honda customers who cared enough to write to us and share some photos.

#2 The Honda Forest

We have committed to a significant project in Kaiapoi, about 20km north of Christchurch, an area hit hard by the Canterbury earthquakes. 700 homes used to be situated on this 3 hectare area which was red-zoned after the quakes. We are working with the local council and other interested parties to assist with this extensive Kaiapoi Regeneration Project.

We are funding the planting of the Honda Forest of some 2.5 hectares. This will consist of native trees and plantings around a large lake with walkways and cycling tracks throughout. Located near the town centre, the Honda Forest will be part of a large recreational area including a new BMX track, Dog walking park and multiple new sports fields. This project will not only help to restore biodiversity to

the area, it will also provide a wonderful lasting recreational area for the community, making Kaiapoi a greener place to live and visit.

On the 25th May 2019 we had the official turning of the soil. It was attended by more than 50 people on the day, including Honda staff, Waimakariri Council, Kaiapoi Regeneration Project, local volunteers, and people who had previously lived in homes on the land. 690 native trees funded by Honda were planted on the day.

Waimakariri District councillor Al Blackie (Chair of the regeneration steering committee), said the forest would be a long-lasting legacy for the town.

"It is a really cool example of how business, council and the community can do their thing together. It will become a fantastic ecological and recreational area, with the new dog park and BMX track close by."

The second official planting day took place on 7th September. Attended by more than 80 people and fuelled by a coffee truck, delicious sandwiches, slices and a sausage sizzle, more than 670 trees were planted. A mix of families from the area, including some very keen kids, Honda staff and customers, local councillors, volunteers and even a couple of dogs took part.

"The lake has not been here for very long" said a local, who was volunteering because her brother had lost his home here. "But we are already seeing the waterbirds coming back. Imagine what it's going to look like in a few years when the trees and bushes have grown."

The excitement among locals is palpable and the BMX track designed by current New Zealand champion and Olympic representative, Trent Jones, is almost complete. There are plenty more planting days to come as Honda will be funding the planting of 15,500 native trees in total. These will be planted in stages over the next year or two and are designed to maximise the biodiversity of the area. It is hoped that these native trees (which haven't been seen in this area for a while) will attract birds and other species that once used to be abundant on the Canterbury plains.

#3 Planting days

Honda staff and customer planting days were held up and down the country in 2018 and 2019. These could only be organised during the planting seasons, to ensure the trees we planted had the best chance of establishing themselves.

8 August 2018

Atiu Creek Regional Park, Kaipara Harbour, Auckland

This was the site of our first 30th Anniversary planting event! Honda New Zealand staff and Auckland Honda dealerships came together at Atiu Creek Regional Park and planted a whopping 2,014 New Zealand native trees.

This regional park has extensive harbour frontage with large tracts of native forest supporting a range of flora and fauna including the nationally threatened New Zealand dabchick and brown teal ducks.

16 August 2018 Mount Victoria Town Belt, Wellington

This project aims to create a 'Forest in the Heart of Wellington'. A partnership between Wellington City Council, Rotary and Conservation Volunteers, they are hoping to see 100,000 native trees planted by volunteers in the central Wellington Town Belt on Mount Victoria. Honda staff from dealerships in the lower North Island got stuck in and together planted over 500 native trees to help this project along.

12 June 2019

Point England Reserve, Glen Innes, Auckland

Honda staff from Auckland dealerships partnered with Conservation Volunteers New Zealand and Trees That Count to continue the plantings along the Omaru Stream. 1,500 trees were planted as part of this project which aims to improve the waterway and create an environment where fish, insects, lizards, birds and of course people, can flourish.

22 June 2019

A. H Reed Memorial Reserve, Whareora, Whangarei

The Hatea River track is well-used and a project is underway to increase the size of the native tree area around this track. A project in partnership with the Whangarei District Council and Trees that Count, these plantings will complement and extend the existing native forest, and be used as an example of best practice native forest establishment and management. Over 40 Honda customers and staff attended the planting day along with the Hon. Shane Jones MP and some of his family. A total of 800 native trees were planted.

1 August 2019 Kelly's Bush Sanctuary, Nelson

Kelly's Bush is rather unique in that it is one of the very few pieces of bush left that dates from pre-European times, yet lies within the city boundaries. It has been designated an Area of Special Significance and a recent assessment of the bush gave Kelly's Bush a 'High Rarity' score. This project is a partnership between Lindy Kelly, owner of Kelly's Conservation Forest and Trees That Count.

For the past 34 years, the Kelly family, assisted by many community groups, have worked to clear the weeds and replant the gully on either side of and below the original bush, effectively doubling its size. They have put trails, steps and bridges through it and get well over 1,000 visitors a year. They have also built a shadehouse where native trees are propagated and grown for replanting. Local schools are involved with this initiative as well as the planting programme.

At last count, there were at least 73 different species of native trees growing, including some quite rare species and many ferns, orchids, and fungi and plenty of native birds as well as fish and eels in the stream. The family are now utilising another 7ha of pasture, which adjoins the present bush area, and planting this out in native trees too. This will help prevent erosion of these steep hills and increase the size of the bush area. On the day 500 native trees were planted by customers and staff from Bowater Honda and Honda National Distribution Centre.

10 August 2019 Cascades Walkway, Lochend Place, Highland Park, Auckland

This project is a partnership between Auckland Council, Matthew Brajkovich – a keen local conservationist, and Trees That Count.

The banks at the edge of the stream at the Cascades are unstable and eroding into the water. This is as a result of plants having been removed from the banks over the years. The planting undertaken was a mix of trees needed to create a root structure that will slow the degradation of the bank down, as well as providing an attractive leafy area in time for the public to enjoy.

The project aims to support the stream restoration, improve water quality and preserve bird life. Honda staff, customers and their families attended and planted 1000 native trees as part of this project. Being the last Auckland planting for the year, it was a special day.



#4 Trees That Count

22,292 trees were funded and planted through our ongoing partnership with *Trees That Count* – an organisation that has built a unique community and marketplace connecting native tree planters with funders. Of this total 21,000 were planted and funded through Honda staff/customer planting days or specific plantings organised by Trees that Count. The remaining trees were funded by the Trees That Count gift certificates Honda sent to their customers after they purchased a Honda. For more information on the great work this organisation is doing, you can visit www.treesthatcount.co.nz.









FEATURED DEALERSHIP

HONDA CARS CHRISTCHURCH

For more than 30 years, there has been a Honda dealership in Christchurch, providing cars to the people of the city and surrounding region. Honda Cars Christchurch is also the jewel in Honda New Zealand's crown, consistently selling more new and used vehicles than any other dealership in the country.

So what's the secret to their success? Success achieved in an area which has suffered so much, from earthquakes to fires to mass shootings. A region which has been in the news for all the wrong reasons.

The dealership itself is an impressive building, built on the footprint of the previous one which was originally the Aulesbrooks Biscuit Factory. Full of light, with beautiful big windows, a generous showroom which heroes the cars and a comfortable, relaxing customer lounge, you'd be forgiven for thinking the success is all about the design and the amenities.

But ask this question of anyone who works there and you quickly realise that there is something else going on. Keith, who has worked for Honda for more than 19 years, says, "it's definitely a beautiful place to work. I think it's the biggest and nicest car dealership in the area. But that's not what keeps me here – Honda looks after it's people and by this I mean staff as well as customers. Every Honda customer doesn't just buy a car, they become part of the Honda family. I still remember the first car I ever sold and who I sold it to. It was a Honda Civic hatchback. It's not about the first sale, it's about starting a relationship and building loyalty."

Warren Horn, the Branch Manager echoes this sentiment. He used to work for Honda and then moved on to another company and then came back to Honda when he moved to Christchurch in 2004. It's quite a common phenomenon – many people who started their career at Honda, often return to the company a few years down the line. Warren says, "I do think this is something unique to the Honda brand. We used to say when I first worked at Honda in the 80's that if you cut yourself, little red H's flow out. Honda Christchurch has always had a winning culture – we just find a way to connect with our customers and go the extra mile."

It's this focus on customer relationships which seems a key factor, and part of this is how they look after their customers through not just the good times, but also the bad. Like everyone in Christchurch, the earthquakes were a true test of their grit and resolve.

As Warren recalls, "when the big one happened in 2011... there was massive movement. I remember hanging on to the door looking at a car in front of me jumping and moving across the showroom. Then it all went silent and a few seconds later the next aftershock hit and we all moved outside. We stayed there – the ground felt like jelly and in the distance we just saw dust clouds. Roads were gridlocked and there were massive amounts of people walking, in shock, just trying to get out of the city.

We had carried our lounge furniture outside, put the chairs on the yards away from the building and had our customers sitting there. We found them some bananas to eat – anything really to help with the shock. We sat on the side of the street with them and then we had other customers appear out of nowhere. They had cars stuck in parking garages all over the city and so we just gave them our demonstrators to use. We lost a bit of control over our cars at that time to be honest – we lent out a lot of cars. »

"Honda Christchurch has always had a winning culture – we just find a way to connect with our customers and go the extra mile."



When we locked up at about 5pm that night, we must have been the only building in the area that was able to be locked, let alone have anything left to lock up. We still had two customers here. They were in their eighties and so frightened and had stayed with us the whole time. I took them home and I walked into their house with them – they were nervous and so I tried to help and reassure them. They were lucky though with only minor damage."

Mark Webster, New and Used Car Sales Manager remembers the day of the February earthquake very clearly. "We had a lot of customers lose cars one way or another and I remember they (the authorities) closed the 4 avenues. The following day myself and Vaughan (Service Manager) decided to sneak into the cordon to try and access customers cars which were in the service department. We did eventually get sign-off to go back in, but initially it was an 'undercover' operation. We tried to move as many customers cars as we could outside the cordon."

The dealership although damaged was still habitable and better off than many buildings in the area but it was in a cordoned-off area and could not be accessed. So the enterprising staff 'moved' the dealership to share premises with a Honda motorcycle dealership in Hornby for a few weeks until they could move back into the city.

The logistics during this time were mind-boggling. Not only did staff have to cope with their personal circumstances with some having lost everything, they also had to try and keep their dealership going and help their customers. Honda Head Office in Auckland were an invaluable source of support providing admin resources and sending down laptops via courier.

The building was declared safe and Honda moved back in a few weeks later. There was damage that needed to addressed to get the building back to 'showroom' condition so Honda decided to build new. Fortunately a dealership over the road came up for rent and on 9th March 2018 Honda moved there while the build of their beautiful new dealership happened, and then on 23rd March 2019, moved back in.

Mark has been associated with the Honda brand for over 20 years and says, "I knows it sounds corny, but this place is a family. Honda's a fantastic brand and there are great people here – that's what makes the difference for me. This dealership sells more new and used cars than any other dealership in the country and most of these customers are repeat customers. Once they are a Honda customer, they stay a Honda customer."

There are a lot of experienced people who work in the dealership and form the backbone of this tightly knit group. This is reflected in the service department too – many mechanics have been here for 20 years or more and the loyalty to the brand is not only from customers, but from staff too. Mark adds, "There are also some very keen young people who bring a new energy and we are trying to blood them into this psyche of longevity and customer-focus."

Since March 2019 the dealership has gone from strength to strength in its beautiful new premises. Over the years, the city has survived ongoing aftershocks, a devastating fire in the Port Hills and then the horror of the mosque shootings. But there is something very resilient about the people of Christchurch, and when there are disasters, they unite to help each other.

Like Christchurch something new and beautiful has been built in place of the old, but the spirit of the original prevails.

onda Cars Christchurch has a secret weapon. King Ling has been the top salesperson in New Zealand for the last 5 years, often outselling his nearest rival by almost double.

So what is it about King Ling? His colleagues try to shed some light on the enigma... "In all the years he has worked at Honda, there has never been one customer complaint about any aspect of his work. That's pretty amazing. If there's one complaint from Honda's side it's that he seems to work for the customer, more so than he works for Honda."

Another adds, "he speaks 4 or 5 languages, he has a young family and so he has a lot of different ways in which he can relate to people. He remembers people, their names, what they do, what car they bought, and their stories. I think that's important."

In the flesh King Ling is charming, self-deprecating and warm, you can't help liking him. I have a relatively new car, yet if he had wanted to sell me another Honda, I am quite sure I may have bought it.

Before he worked at Honda, King studied Computer Science and Commerce at Christchurch Uni and Lincoln. During this time he managed a bar, a job where you wear a lot of different hats – psychiatrist, marriage counsellor, mediator, maker of fun and a good listener – all of which probably provided background training for his future career in sales. A brief stint selling Foreign Exchange (apparently the most boring job ever) ended when an ex-colleague, who had moved to Honda, encouraged him to apply for a sales position at the dealership.

Cars. He knew nothing about them, other than they got one from A to B and had 4 wheels. But King was nothing if not a good learner and his ability to listen to people and remember faces started him on the way to a winning formula.

King does not take his success for granted, he keeps in touch with all his customers, he remembers all the cars they have bought from him and what's going on in their lives. This is not a sales tool, making connections is very important to him and it is this sense of community and being part of something bigger that drives him.

"I have a wonderful life, I love what I do. I am blessed with 3 sons (two are twins – buy one, get one free) and so I like to share my joy with my customers and find out why they are here. It's about making a connection.



They are not here because they wake up one morning and think, 'Oh I need to buy a car'. Something has happened in their lives that's made them think about the car they drive – maybe it's a job change, a marriage, a new baby, kids left home. Whatever it is, that is what I like to find out – there's my joy.

Having said all that, my success here is a team effort and I couldn't do the job I do without the support of my colleagues who help make sure that I can deliver on my promises."

Speaking of delivery it's a mantra for King that he personally delivers every car he sells. Not only that, before delivery, he has washed and cleaned the vehicle and made sure it has a full tank of fuel. To him it's unimportant that the car is not brand new out of the box. To the person buying, it is their new car. It's an exciting time and they deserve the same care and consideration as if they were buying new.

"It's also important that you have to know your stock inside out, so if a customer tells me their budget, and their wish-list, I know straight away if I have something that's right for them. I'm lucky that I can remember things... if I shut my eyes and you called out a rego from any car on the yard, I'm pretty sure I would be able to give you the model, colour and year."

This attitude and the love for his job clearly has its own rewards. Many of his sales are to repeat customers or referrals. He estimates this sort of customer makes up about 85 to 90% of his sales.

"It's never about the sale. It's about treating people like you want to be treated yourself. If you do your job and you love it, success is a bonus. My secret is that you listen to your customers and cherish their trust."

HONDA HEROES

BRUCE

John Bruce Stanton, known as Bruce, is a true Honda Hero and an example of one of Christchurch's loyal customers. He is a car nut having owned over 55 cars in his life.

"I started with Honda when a friend of mine was offered a test drive in a new Honda Insight and I said 'I'll come along and sit in the back'. I was also encouraged to have a test drive and was very impressed – in the past I had owned Kias, Nissans, Toyotas and Holdens and switched from one to the other without any loyalty.

So I eventually bought a Honda Insight – this was followed by 5 others. Then when I was told by Honda that they weren't making the Insight anymore, I thought 'Oh no what am I going to do now?' Honda then suggested I try the HR-V and I was very impressed – it was higher up, provided better visibility, was easy to get in and out of and so I bought one.

I have now just ordered my 10th HR-V and I have bought 4 Jazzes for my lady-friend.



In fact, I bought 4 new cars in one year. It's about one every 7 months. I swap them out because perhaps I feel like a change of colour. I've also moved from 2WD and tried AWD. But it's also the number plates – I like to keep ahead of things... I'm waiting for the Ns."

Bruce is an avid biker and competes in the national age group championships and Masters. He loves the fact the he can fit 3 bikes in the back of his HR-V with the back seat down, and that he can also sleep in the back when competing at these events.

"It's a real step up from tenting – and I don't get wet. I've test driven other models and none of them have the space and the flat floor. The Honda engines are reliable and economical and the HR-V fits in my garage with space to spare."

Being such a reliable repeat customer, it's almost as if Bruce calls Honda demanding his new car, rather than the other way round. "Not really, he laughs, if I may say so, the staff here are like an extended family.

We call each other by our first names from the service staff right up to Warren, the Manager. The relationship is very important to me – the dealership is easy to get to, they know me and why change a winning horse. The car suits me, and I really like the people at Honda."

Bruce has won over 30 gold medals in his cycling career which only really started in 1997 at the age of 63 when he received a mountain bike as a retirement gift. His racing career has taken him all over New Zealand and earned him a reputation as a hard competitor.

"I will be 83 next month and put my good health and ability to keep buying new cars down to my lack of vices. I don't drink, gamble, smoke or tell lies and that means I have the money to spend on my cars and my bikes. With the money I have saved over the years, I will be lucky to have spent it all before I get a telegram from King William in 17 years, so I plan to have a lot more Hondas between now and then."

"It's a real step up from tenting – and I don't get wet. I've test driven other models and none of them have the space and the flat floor. The Honda engines are reliable and economical and the HR-V fits in my garage with space to spare."



ACROSS THE RANGE

THIS GREAT OFFER APPLIES TO ANY NEW HONDA BOUGHT BEFORE 30 NOVEMBER 2019*

INCLUDES CIVIC TYPE R FOR THE FIRST TIME

*Zero deposit with 3.9% fixed interest rate per annum on any new Honda, maximum 36 month term, with establishment fee of \$350, ppsr fee of \$10.34 and monthly account fee of \$4. Subject to Honda Financial Services lending criteria & approval. Offer expires 30/11/19.

We know that having confidence in the car is key and that's why we have introduced our Honda Certified Used brand to ensure that our customers have absolute faith in the cars they buy.

YEAR HONDA WARRANTY

This certification from our Honda service team means we are so confident of the quality and integrity of the vehicle that we promise that the car will be covered for mechanical faults or defects for 3 years. During this warranty period you will need to service and maintain your car through an authorised Honda Service Agent at the required service intervals, and maintain it in an overall good condition

HONDACertified Used Car

DAY RIGHT OF EXCHANGE

We know that sometimes you drive away in your car and then discover when you get home that it doesn't fit in the garage or your partner dislikes the colour. With any Certified Used Honda, we will offer you a 3 day right of exchange. This means that you can bring it back to the Honda Dealership you purchased it from within the first 3 days and exchange it for another Honda vehicle that works for you.

STEP QUALITY CHECK

To earn the Honda Certified Used status, each vehicle undergoes a thorough 35 point mechanical quality check. This check is carried out by our highly qualified Honda-trained service staff who have sophisticated diagnostic and testing equipment. Everything is checked out thoroughly from the brakes to the transmission to the tyres. Only once every aspect is ticked off to their satisfaction will the car be awarded this certification.

Honda New Zealand Limited

455 Broadway, Newmarket, Auckland 1023 P 0800 246 632 E hondacare@honda.co.nz www.honda.co.nz

- f www.facebook.com/HondaNZ
- **❷** @HondaNZ
- www.instagram.com/Hondanewzealand