



## Honda Press Release

For More Information  
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*For Immediate Release*

### **LaFontaine Honda Earns Honda's Top Dealership Award**

Dearborn, MI, 2009 – American Honda Motor Co., Inc. has announced **LaFontaine Honda** as a recipient of the **2008 Honda President's Award**. The award is presented to top ranking Honda dealerships across the country and recognizes excellence in all areas of operation – customer service, sales, training, and facility operation. This is the first time **LaFontaine Honda** has earned this prestigious award.

More than 1,000 Honda automobile dealerships participate in the President's Award program annually. Each year, award objectives are established to inspire dealerships to achieve even higher levels of customer satisfaction. This year, 157 dealerships achieved these objectives and ranked to merit Honda's highest honor. ***LaFontaine Honda was the only Honda Dealer in the Detroit District to win the award in 2008.***

*"Earning the Honda President's Award takes a team of dedicated professionals unwavering in its pursuit of superb customer care," says Richard Colliver, executive vice president, Automotive Sales. "We are proud to recognize **LaFontaine Honda** as one of our Honda elite. See for yourself what a difference working with a Honda award-winning dealership can make to your automotive experience."*

*“I am extremely proud of the employee’s efforts to achieve this award. It is because of them LaFontaine Honda is being honored. We strive for 100% Customer Satisfaction in all aspects of our dealership. Winning awards like this fortifies our principals of The Family Deal!” said Michael T. LaFontaine Jr., Owner/General Manger, LaFontaine Honda.*

**LaFontaine Honda** offers three alternative-fuel vehicles – the Civic Hybrid, Civic GX, and FCX Clarity – in addition to the full line of Honda vehicles, including the Accord, Civic, Fit, Odyssey, Pilot, Element, Ridgeline, S2000, and the CR-V.

Come see why LaFontaine Honda won this award. Call, stop in or email for an appointment to, find, repair or replace your Honda.

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