



Thank you for your interest in becoming a Honda dealer. Your first step is to complete and submit the information requested by mail, fax or e-mail. An American Honda representative will review your information and may contact you to discuss your inquiry further (not all inquiries will receive a reply). This process may take up to 45 days.

Submit completed information to:

American Honda Motor Co., Inc.  
Dealer Development 100-4W-4E  
1919 Torrance Blvd  
Torrance, CA 90501

**Fax:** (310) 533-5680

**E-mail:** [dealership\\_opportunities@ahm.honda.com](mailto:dealership_opportunities@ahm.honda.com)

***\*IMPORTANT NOTE:*** The information you provide is preliminary and is not considered an application for a dealership. All awards of dealerships must be approved in writing by an officer of American Honda and must undergo a thorough evaluation process. American Honda does not assume any obligation or liability for any costs you may incur in preparing or submitting any information to American Honda. Any action taken by you concerning this information should be done at your own risk, peril and liability.



## Contact Information

Please provide complete contact information:

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Telephone # (\_\_\_\_) \_\_\_\_\_

Business Telephone # (\_\_\_\_) \_\_\_\_\_

Cell Telephone # (\_\_\_\_) \_\_\_\_\_

Fax # (\_\_\_\_) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Best time to contact you: \_\_\_\_\_

## Profile and Industry Background

Write about yourself and your background as it relates to the powersports industry.

Include topics such as:

- 1.) Why would you like to be a dealer of Honda products?
- 2.) Do you have retail or industry related work experience?
- 3.) Have you ever started your own business, or been involved in a new business start up?

## Market Information

Please tell us what market area or areas you are interested in and why you feel a Honda Powersports dealership would be successful in the area(s) you listed. Please include any market analysis or data relevant to your choice.