

Dealer Guide:

Customer Product Self-Registration

This guide outlines the process for the dealerships to follow to aid the customer self-registration process.

1

Give the customer a registration card.

Give a registration card to each customer when handing over the product. This will direct them to honda.co.uk/register to complete their registration.

You will be provided with the initial batch of cards and then can order more free of charge on BCQ.

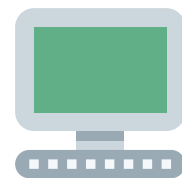


2

Record pre-registration.

As soon as possible after the sale, go to the new 'Record Pre-Registration' section on the Dealer Extranet and record the required details.

This will enable us to validate the customer's registration and give visibility of the purchase.



3

Explain the new process to the customer.

Explain that by registering, the customer will:

- Receive proof of registration by email, confirming their warranty
- Be easily contactable in the rare event of a product recall
- If they opt-in, receive tailored communications

Please ensure the customer understands what they need to do and the benefit of doing so.



4

Continue to register commercial sales as normal.

Any products sold for commercial use must still be registered in full by the dealer as per the old process.

Only products bought for domestic use can be registered by the customer.



Thank You!

Please contact your Honda Area Sales Manager if you have any questions.