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A division of Honda Motor Europe Ltd,
No. 857969
Registered in England and Wales

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Reference: 2239
Date: 23 October 2020

Dear Dealer Principal,

Re: New Registration Process for Domestic Use Product

I am pleased to announce that from **Wednesday, 4 November 2020** we are introducing a new registration process for domestic use Lawn and Garden products.

We will now be asking customers to register their product. You will have seen in 2020/2021 Business Terms that we have removed the 1.5% Registration Bonus, albeit the overall margin available remains the same.

For each sale you will be asked to complete a short 'pre-registration' form with five basic fields of information on the Extranet. The customer will then be encouraged to finish the registration via a form on our website. This change to the registration process will significantly reduce your admin burden.

We kindly request that from **Wednesday, 4 November 2020**, you complete the following steps to aid the customer registration process:

1. In dealership, please handover a product registration card to the customer and remind them to register online. It would be useful to talk through with them the benefits of registering as detailed on the card. The card will contain the instructions required for the customer to register the product on our website. We will supply you with an initial pack of 50 cards and further cards will need to be ordered, free of charge, via BCQ.
2. For each sale please record the pre-registration details on the Extranet as soon as possible under a new section called "Record Pre-Registration". This step is important as it verifies the customer registration, provides visibility of purchase, and will allow us to pay you the support during the campaign period if a customer does not register their product. If you include the customer's email address in the pre-registration this will prompt an email to the customer to remind them to register the product. Best practice will be still to give the customer the registration card.

Please note: this process will not apply to products purchased for commercial use, as they will still need to be registered in full by you as per the current process.

Any product that you purchased before 30 September 2020 but registered after this date will still be eligible for the 1.5% registration bonus. This will be paid manually, on a quarterly basis upon the pre-registration or full registration of the product. For example, for products bought before 30 September 2020 and then pre-registered or registered in October, November, or December, you will be paid the registration bonus in January. This will continue after the new registration process begins on 4 November 2020 and until 1 October 2023.

Should you have any questions about the new registration process, please contact your Area Sales Manager in the first instance.

Yours sincerely,
Honda (UK)

A handwritten signature in black ink, appearing to read 'Steve Morris'.

Stephen Morris
Head of Power Products