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American Honda Recognizes Targetbase for 11th Time

Premier Partner Award celebrates embracing Honda's philosophy of exceeding customer expectations



Targetbase
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DALLAS--(BUSINESS WIRE)--

Targetbase, a strategic communications company that provides marketing technology, business intelligence, analytics and creative services, announced that the company received the American Honda Motor Co.'s Premier Partner award for the 11th time.

Targetbase is one of 15 award recipients selected from 1,000 eligible companies, based on excellence in quality, value and customer service that defines Honda's philosophy and reputation. Targetbase is recognized specifically for its contributions in marketing strategy and consultation, in addition to the development and management of customer databases.

"We are extremely proud to be a valued partner of American Honda for almost two decades," said Mark Wright, president and CEO, Targetbase. "We are honored to have earned our 11th Premier Partner Award. We consistently strive to provide results-driven solutions to help drive American Honda's business."

The Premier Partner Awards were established in 1998 to recognize suppliers who embrace American Honda's philosophy of exceeding customer expectations. This year's award winners represent excellence in a variety of industries, including logistics, printing, marketing, recycling and packaging.

"Amid record sales and continued strength across Honda companies, we are asking our suppliers to renew their commitment to exceptional quality and service," said Charles Harmon, American Honda's senior manager of procurement and corporate services. "We thank the outstanding organizations recognized today for answering that call and helping Honda to deliver on our own promise to our customers."

About Honda:

Honda established operations in America in 1959 and now employs nearly 40,000 associates in its North American sales, R&D and manufacturing operations with total capital investment in North America exceeding \$22 billion.

Based on its longstanding commitment to "build products close to the customer," Honda operates 16 major manufacturing facilities in North America producing a wide range of Honda and Acura automobiles, automobile engines and transmissions, Honda all-terrain vehicles, power equipment products, such as lawn mowers, mini-tillers and general purpose engines, and the HondaJet advanced light jet.

Eight Honda auto plants in the region, including four in the U.S., have the capacity to produce 1.92 million automobiles each year. In 2013, more than 94 percent of the Honda and Acura automobiles sold in the U.S. were produced in North America. Those plants today manufacture 11 different models, including four passenger cars and seven light trucks using domestic and globally sourced parts. A fifth U.S. auto plant, the Performance Manufacturing Center, is under construction in Marysville, Ohio, and next year will become the exclusive global production location for the next generation Acura NSX supercar.

Honda also operates 16 major research and development centers in the U.S. with the capacity to fully design, develop and engineer many of the products Honda produces in North America.

About Targetbase:

Targetbase is a strategic communications agency that believes clients become stronger when they leverage the wealth of information consumers provide every day. Targetbase applies its experience in acquiring knowledge and key consumer insights and turns that data-driven intelligence into brand experience that consumers want. The agency brings together direct marketing disciplines, the innovative nature of digital thinking and the intelligence of marketing analytics, all integrated in one agency backed by the DAS Group of Companies.

Targetbase is a part of the DAS Group of Companies, a division of Omnicom Group Inc. For more information, visit www.targetbase.com.

About The DAS Group of Companies:

The DAS Group of Companies, a division of Omnicom Group Inc. (OMC), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.

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