



Published At: 03/25/2013

Printed At: 03/25/2013

Honda Named Most Trusted Brand, Best Value Brand and Best Overall Brand by Thousands of New-Car Shoppers in KBB.com's 2013 Brand Image Awards

Honda is the 'Most Trusted Brand' for second consecutive year

New-car shoppers have once again recognized the [Honda](#) brand as the 'Most Trusted Brand' and 'Best Value Brand' in [Kelley Blue Book's 2013 Brand Image Award](#) study. This is the second year Honda was named the 'Most Trusted Brand' and the third consecutive year as the 'Best Value Brand'. Additionally, Honda captured the top honor of 'Best Overall Non-Luxury Brand,' thus receiving more awards than any other brand in the 2013 Kelley Blue Book study.

"We are honored to be recognized by American car buyers for two tenets of the Honda brand: trust and value," said Mike Accavitti, vice president of national marketing operations, American Honda Motor Co., Inc. "These awards demonstrate how customers recognize the tremendous quality and value of our products, reflecting the incredible competitive strength of the Honda brand."

The 2013 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Market Intelligence's Brand Watch™ study. Brand Watch taps into more than 12,000 in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The Brand Watch study offers insight into in-market new-vehicle shoppers' perceptions of brands, including important factors driving their purchase decisions while they are in the midst of the shopping process. Honda was named 'Best Overall Non-Luxury Brand' by securing the highest average score across ratings of all non-luxury models, and the weight of importance of each of the factors in the study.

"Honda was named Best Overall Brand by non-luxury shoppers, which speaks to Honda's stellar reputation and brand leadership in the minds of consumers," said Jack R. Nerad, executive editorial director and executive market analyst, Kelley Blue Book's KBB.com. "In addition, Honda was awarded Most Trusted Brand for the second year in a row, and Best Value Brand for the third year running. Receiving consecutive awards in key categories like 'Trust' and 'Value' demonstrates the positive attributes of the Honda brand continue to resonate with the new-car buying public."

Additional comments from the Editors of Kelley Blue Book's KBB.com regarding Honda's Brand Image Award Wins:

2013 Honda – Best Value Brand

"Affordability, reliability and good resale value are key facets of new-car value, and Honda scores at or near the top in all three, earning from KBB.com visitors another Best Value Brand award."

2013 Honda – Most Trusted Brand

"This is the second year we've asked visitors to name their Most Trusted Brand, and it's the second year in a row they've named Honda. With a reputation that precedes it and vehicles that seemingly never fail to deliver on the promise, Honda is like the perpetual motion machine of brand trust."

2013 Honda – Brand Image Awards: Best Overall Brand

“We saved the biggest award for last, but after its wins in the Best Value Brand and Most Trusted Brand categories, Honda’s win as Best Overall Brand among non-luxury shoppers hardly comes as a surprise. We admire the refined and reliable vehicles, but also the manner in which Honda promotes itself. You do too, apparently.”

About Honda

Honda offers a complete lineup of cars and trucks through a network of more than 1,000 dealerships in the United States. In 2013, Honda marks 40 years of the Civic model, with more than 30 years of producing automobiles in the region, which began with the Accord in Marysville, Ohio in November 1982. Having produced more than 25 million vehicles in North America through 2012 using domestic and globally sourced parts, Honda currently operates 14 major manufacturing facilities in North America, producing a wide range of Honda automobiles, all-terrain vehicles, power equipment products, engines and transmissions.

Connect with Honda:

Media Newsroom (for journalists): www.hondanews.com

For consumers: www.automobiles.honda.com

Facebook: www.facebook.com/honda

YouTube: www.youtube.com/honda

Flickr: www.flickr.com/hondanews

Twitter: www.twitter.com/honda

Pinterest: <http://pinterest.com/honda>

Instagram: <http://instagram.com/honda>

Google+: <https://plus.google.com/+honda>

#