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Details of Filing

Document Lodged: Concise Statement
File Number: VID190/2022
File Title: AUSTRALIAN COMPETITION AND CONSUMER COMMISSION v
HONDA AUSTRALIA PTY LTD
Registry: VICTORIA REGISTRY - FEDERAL COURT OF AUSTRALIA



Dated: 13/04/2022 10:31:02 AM AEST

A handwritten signature in blue ink that reads 'Sia Lagos'.

Registrar

Important Information

As required by the Court's Rules, this Notice has been inserted as the first page of the document which has been accepted for electronic filing. It is now taken to be part of that document for the purposes of the proceeding in the Court and contains important information for all parties to that proceeding. It must be included in the document served on each of those parties.

The date and time of lodgment also shown above are the date and time that the document was received by the Court. Under the Court's Rules the date of filing of the document is the day it was lodged (if that is a business day for the Registry which accepts it and the document was received by 4.30 pm local time at that Registry) or otherwise the next working day for that Registry.

Concise Statement

No.



Federal Court of Australia
District Registry: Victoria
Division: General
Commercial and Corporations National Practice Area
(Regulator and Consumer Protection)

Australian Competition and Consumer Commission

Applicant

Honda Australia Pty Ltd (ACN 004 759 611)

Respondent

INTRODUCTION

1. The Applicant (**ACCC**) alleges that the Respondent (**Honda**), engaged in misleading or deceptive conduct and made false or misleading representations to customers of two motor vehicle dealers: Brighton Automotive Holdings Pty Ltd (**Astoria**) and Tynan Motors Pty Ltd (**Tynan**), that the dealers would close or had closed and that Honda vehicles could no longer be serviced by those dealers. In fact, Astoria and Tynan were not closing and continued to operate service departments capable of servicing Honda vehicles.

IMPORTANT FACTS GIVING RISE TO THE CLAIM

2. Honda supplies Honda-branded vehicles in Australia. Prior to mid-2021, it operated through a 'franchise model' by which it appointed and entered into franchise agreements with 'authorised Honda dealers', which sold vehicles to, and serviced vehicles for, Honda customers.
3. In March 2020, Honda informed Astoria and Tynan of its intention to terminate their respective franchise agreements with effect from 30 June 2021. The parties agreed that the termination would become effective from 29 January 2021.
4. Between about January 2021 and June 2021 (the **Relevant Period**) Honda communicated with customers of Astoria and Tynan in relation to the termination of the dealership agreements, and represented to those customers that:
 - (a) Astoria and Tynan (as the case may be) would close or had closed (**Closure Representation**); and
 - (b) Astoria and Tynan (as the case may be) would no longer service or were no longer servicing Honda vehicles (**No Dealer Servicing Representation**).

Filed on behalf of	Australian Competition and Consumer Commission (the Applicant)		
Prepared by	John Fogarty		
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5. Honda made the following statements in the following communications:
- (a) emails sent to customers of Astoria and Tynan from about 1 February 2021 until 26 April 2021 which stated, inter alia, that Astoria and Tynan were “*now closed. We apologise for any inconvenience this may cause but we would like to assure you that our dealer network has a number of Service Centres all with access to your vehicles records and will be more than happy to assist you moving forward. To keep your Honda running safely and at its best please contact your local Honda dealership to book your service.*”;
 - (b) emails sent to customers of Astoria and Tynan on or after 29 January 2021 which stated, inter alia, that Astoria and Tynan were, respectively, “*no longer an Authorised Honda Dealer, but no need to worry about any future sales or servicing requirements as we have a number of other Honda Centres in your area and our dealer network will continue to provide the same level of service that you've come to expect from Honda. ... The trained technicians at all of our Authorised Service Centres will ensure your vehicle is maintained to the highest possible standard to keep your Honda running safely and at its best.*”;
 - (c) text messages sent to customers of Astoria and Tynan from about 1 February 2021 until 26 April 2021 which inter alia, reminded customers that their vehicle was due for a service and stated that “*your previous service dealer has closed so please find your nearest Honda Service Centre here: <https://bit.ly/FindHondaService>*”;
 - (d) oral statements made during telephone calls by representatives of Honda to customers of Astoria and Tynan to the effect that Astoria and Tynan would close or had closed, or would no longer service, or were no longer servicing Honda vehicles; and
 - (e) a web page which included information advising customers of the “*closure of some current Honda dealerships*” and under the heading “*How do I know if my local Honda dealership is one that is closing and what do I do if it is?*” directed customers to a “*list of Honda sites*” [that did not include Astoria or Tynan].

A full list of the statements relied upon by the ACCC is set out in Annexure A.

6. Honda made, either expressly or impliedly:
- (a) the Closure Representation by the matters set out in paragraphs 5(a) and (c)-(e) above; and
 - (b) the No Dealer Servicing Representation by the matters set out in paragraphs 5(a)-(e) above.

PRIMARY GROUNDS FOR THE RELIEF SOUGHT

7. The Closure Representation and the No Dealer Servicing Representation were false, misleading or deceptive because Astoria and Tynan were not closing and did not close, and at all material times including during the Relevant Period, Astoria and Tynan continued to operate a vehicle servicing department and were able to service, repair and provide spare parts for vehicles, including Honda vehicles.
8. By making the Closure Representation and the No Dealer Servicing Representation in the circumstances set out above, Honda, in trade or commerce:
 - (a) in connection with the promotion and supply of automotive servicing and repair services to Australian consumers, made false or misleading representations concerning the availability of facilities for the repair of vehicles, in contravention of s 29(1)(j) of the *Australian Consumer Law (ACL)*; and
 - (b) engaged in conduct that was misleading or deceptive or likely to mislead or deceive, in contravention of s 18(1) of the ACL.

RELIEF SOUGHT FROM THE COURT

9. The ACCC seeks the relief set out in the Originating Application, which includes declarations, pecuniary penalties, and costs.

ALLEGED HARM

10. By engaging in the conduct alleged in paragraphs 4 and 5 above, Honda:
 - (a) deprived customers of Astoria and Tynan the opportunity to make an informed choice about options for servicing their vehicle, at the potential expense of preference, convenience and/or cost; and
 - (b) caused harm to Astoria and Tynan by claiming these dealerships had closed or would close when this was not the case. This may have caused customers to choose to have their Honda vehicles serviced elsewhere.

Date: 13 April 2022



Signed by John William Fogarty

Lawyer for the Applicant

This Concise Statement was prepared by Caryn van Proctor of counsel and settled by Oren Bigos QC.

Certificate of lawyer

I, John William Fogarty certify to the Court that, in relation to the Concise Statement filed on behalf of the Applicant, the factual and legal material available to me at present provides a proper basis for each allegation in the pleading.

Date: 13 April 2022

A handwritten signature in black ink, appearing to read 'JWF', written in a cursive style.

Signed by John William Fogarty

Lawyer for the Applicant

ANNEXURE A

No. VID of 2022

Federal Court of Australia
 District Registry: Victoria
 Division: General

Statements relied upon by the Applicant

Tab	Date	Description	Statements
Electronic Direct Messages			
1.	1 February 2021 to 26 April 2021	Template 'reminder' email	<p>HON.011.001.0002</p> <p>Service reminder email & SMS- template used for Astoria and Tynan</p> <p>Service Reminder Copy:</p> <p>Subject: We'd love to see your Honda %%=v(@ModelDisplayName)=%% %%=ProperCase(FirstName)=%%  </p> <p>Preheader: Book your next service</p> <p>Headline: YOUR HONDA %%=V(@MODELDISPLAYNAME)=%% IS DUE FOR A SERVICE SOON</p> <p>Body:</p> <p>Hi %%=ProperCase(FirstName)=%%,</p> <p>Our records show that your Honda %%=v(@ModelDisplayName)=%% is due for its <service interval> service on <date>.</p> <p>As you may be aware, due to some recent changes to the Honda Australia dealer network your previous service dealer, %%=v(@LastServiceDealer)=%% is now closed. We apologise for any inconvenience this may cause but we would like to assure you that our dealer network has a number of Service Centres all with access to your vehicles records and will be more than happy to assist you moving forward.</p> <p>To keep your Honda running safely and at its best please contact your local Honda dealership to book your service.</p> <p>CTA: FIND MY NEAREST DEALER</p>

			<p>FEEL CONFIDENT KNOWING THE COST OF YOUR SERVICE</p> <p>The Honda Tailored Service tool allows you to see the current price of both the Base scheduled service as well as the cost for Adaptive items.</p> <p>The Honda Tailored Service price guide is applicable for the first 5 years or 100,000km (whichever occurs first).</p> <p>CTA: SERVICE PRICING</p> <p>WHY SERVICE WITH HONDA</p> <p>No one knows your Honda %%=v(@ModelDisplayName)=%% like a Honda trained technician. Our team has unique tools and expertise to keep your Honda at its optimal performance. We only use Genuine Honda Parts, which are designed to the same exacting standards of fit and function as all Honda vehicles.</p> <p>CTA: FIND OUT MORE</p> <p><i>If you have recently booked or serviced your vehicle with us, please disregard this reminder.</i></p>
2.	1 February 2021 to 26 April 2021	Template 'reminder' SMS	<p>HON.011.001.0002</p> <p>SMS</p> <p>Hi %%=Propercase(FirstName)=%%, this is a reminder that your Honda %%=v(@ModelDisplayName)=%% service is due on %%=v(@NextScheduledServiceDate)=%%.</p> <p>Your previous service dealer has closed so please find your nearest Honda Service Centre here: <https://www.honda.com.au/owners/servicing#!/finddealer></p> <p>Txt STOP to 0429592015 to Opt Out</p>
3.	On or after 29 January 2021	Template email sent to Astoria Customers	<p>HON.004.001.0018</p> <p>HONDA</p> <p>IMPORTANT CHANGES TO ASTORIA HONDA</p> <p>Dear Eric,</p> <p>Astoria Honda is no longer an Authorised Honda Dealer, but no need to worry about any future sales or servicing requirements as we have a number of other Honda Centres in your area and our dealer network will continue to provide the same level of service that you've come to expect from Honda.</p> <p>Find another Honda Centre near you</p> <p>HONDA CENTRE LOCATOR</p> <p>We have a record of your vehicle details and service history and</p>

			<p>We have a record of your vehicles details and service history and will contact you prior to your next scheduled service. The trained technicians at all of our Authorised Service Centres will ensure your vehicle is maintained to the highest possible standard to keep your Honda running safely and at its best.</p> <p>If you'd like to learn more about Honda's business changes, click here to visit our website. Or if you would like to speak to a member of our team, please call 1800 804 954 (8.30am to 6pm AEDT weekdays). They'll be happy to answer any of your questions.</p> <p>Kind regards, Robert Thorp General Manager – Product, Customer & Communications / Company Secretary Honda Australia</p> <p>You are receiving this email because you purchased or have previously serviced your vehicle at Astoria Honda. Unless you have opted to receive communications about Honda products and promotions you have not been subscribed to any additional email list by Honda Australia Pty Ltd.</p> <p>The Honda Australia Privacy Policy can be accessed at www.honda.com.au/privacy or call Honda Customer Assistance on 1800 804 954. This email was sent by Honda Australia Pty Ltd (ABN 66 004 759 611).</p> <p>Copyright © 2021 Honda Australia Pty Ltd. All rights reserved. You have received this email because you have opted to receive communications about Honda products and promotions, or are a customer of Honda Australia.</p> <p>Can't view this email? Click here</p>
4.	On or after 29 January 2021	Template email sent to Tynan Customers	<p>HON.004.014.0025</p> <p>HONDA</p> <p>IMPORTANT CHANGES TO TYNAN HONDA</p> <p>Dear Eric,</p> <p>Tynan Honda is no longer an Authorised Honda Dealer, but no need to worry about any future sales or servicing requirements as we have a number of other Honda Centres in your area and our dealer network will continue to provide the same level of service that you've come to expect from Honda.</p> <p>Find another Honda Centre near you</p> <p>HONDA CENTRE LOCATOR</p>

			<p>We have a record of your vehicles details and service history and will contact you prior to your next scheduled service. The trained technicians at all of our Authorised Service Centres will ensure your vehicle is maintained to the highest possible standard to keep your Honda running safely and at its best.</p> <p>If you'd like to learn more about Honda's business changes, click here to visit our website. Or if you would like to speak to a member of our team, please call 1800 804 954 (8.30am to 6pm AEDT weekdays). They'll be happy to answer any of your questions.</p> <p>Kind regards, Robert Thorp General Manager – Product, Customer & Communications / Company Secretary Honda Australia</p> <p>You are receiving this email because you purchased or have previously serviced your vehicle at Tynan Honda. Unless you have opted to receive communications about Honda products and promotions you have not been subscribed to any additional email list by Honda Australia Pty Ltd.</p> <p>The Honda Australia Privacy Policy can be accessed at www.honda.com.au/privacy or call Honda Customer Assistance on 1800 804 954. This email was sent by Honda Australia Pty Ltd (ABN 66 004 759 611).</p> <p>Copyright © 2021 Honda Australia Pty Ltd. All rights reserved. You have received this email because you have opted to receive communications about Honda products and promotions, or are a customer of Honda Australia.</p> <p>Can't view this email? Click here</p>
Call recordings			
5.	February 2021	Call recording	<p>HON.001.003.0796</p> <p>Caller: "Yes, look I've just received a letter about the Tynan Honda no longer an authorised Honda dealer and that's okay... and I'm just wondering where you could tell somebody that you were selling it to, where they could have a service done in Sydney."</p> <p>Honda Australia Representative: "With Tynan closing, the current options that are available are Collins Honda, Peter Warren Honda or Wollongong City Motors".</p> <p>...</p>
6.	January 2021	Call recording	<p>HON.001.002.1607</p> <p>Caller: "I just received a message from Honda Australia in regarding Astoria Honda who received authorised servicing in Melbourne. Do you know something about that please?"</p>

			<p>Honda Australia Representative: "Yes. So you received a message that they are no longer a Honda dealership, is that right?"</p> <p>Caller: "Yeah it says no longer for servicing as well."</p> <p>Honda Australia Representative: "Yep, that is right unfortunately. So there will be, they're not going to be a Honda dealership anymore after the 29th, after the Friday this week."</p> <p>Caller: Ah okay, so that means Honda's closing their business in Melbourne, right? ...</p> <p>Honda Australia Representative: "Ah nope, no we won't be closing in Melbourne, it's just that that dealer, Astoria Honda, will be closing. They're not going to be a Honda dealership."</p> <p>Caller: "Ah, okay, what about servicing as well?"</p> <p>Honda Australia Representative: "Ah no, for servicing, we recommend servicing at a Honda dealership. We can find another dealer for you if you want that to continue Honda servicing and warranty work..."</p> <p>...</p> <p>Caller: "Yeah but I can call them then, because [inaudible] Astoria let me call Astoria in Melbourne right?"</p> <p>Honda Australia Representative: "Yip, yeah yeah that's right Astoria, they've got one in Bently and Brighton"</p> <p>Caller: "Oh, so they are closing then"</p> <p>Honda Australia Representative "Yeah"</p> <p>...</p> <p>Caller: "So all Honda is closing, right?"</p> <p>Honda Australia Representative: "No not all, but just some dealerships are closing."</p> <p>...</p>
7.	January 2021	Call recording	<p>HON.001.002.1780</p> <p>...</p> <p>Caller: "Yes, ah, look I received a letter from Honda regarding Honda dealership in Sutherland [Inaudible], I mean they, ah break the lease or whatever.</p> <p>Honda Australia Representative: "They're actually exiting. They're, they'll no longer be trading."</p> <p>...</p>

8.	January 2021	Call recording	<p>HON.001.002.1485</p> <p>Caller: "Ah yes hello, I'm just inquiring about an email that I received in relation to, um, basically closing down a service centre and dealership and just want to double check that that is the case and also, too, where would I now take the Honda to for a service."</p> <p>Honda Australia Representative: "Sure, could I... what dealership did you receive the email for?"</p> <p>Caller: "It's for, it just says Astoria Honda."</p> <p>Honda Australia Representative: "Correct that's in Brighton and Bentleigh East in Victoria."</p> <p>Caller: "No no no. Well, I'm not in Victoria, I'm in South Australia so I don't know why I would get this"</p> <p>Honda Australia Representative: "Oh, yeah, because Astoria Honda is closing down and customers have received a communication, but that dealership is in Victoria."</p> <p>...</p>
9.	January 2021	Call recording	<p>HON.001.002.1487</p> <p>Caller: "Yes good afternoon, I am just calling regarding the um email I just received from Honda about the [inaudible] ... dealerships".</p> <p>Caller: "We bought a new Honda last year from Astoria Honda in Brighton and we received a letter from them last week saying that we can continue to take the car there and they would service it with genuine Honda parts and log book servicing and everything, but the letter today doesn't quite say that so I just want to clarify, where I take my car for servicing?"</p> <p>...</p> <p>Honda Australia Representative: "It is correct, so the information in the email you received is correct. So Astoria Honda, both the Brighton and Bentleigh branch is closing down on the 29th because of the global changes that are being made to Honda as a brand and the restructure that they are doing."</p> <p>...</p>
10.	January 2021	Call recording	<p>HON.001.002.1595</p> <p>Caller: "...I just got a text from your company to say that your Brighton office is closing at the end of this month..."</p> <p>Honda Australia Representative: "yes"</p>

			<p>Caller: "...which is very sad because I've been taking my car for service there since I purchased it 5 years ago, now I'm just wondering ... is there anywhere else you would recommend I could take the car, my car, to for service in the future?"</p> <p>...</p> <p>Honda Australia Representative: "You do have a dealership in Collingwood and Prahran"</p> <p>...</p> <p>Caller: "Well I'm sorry to hear that, is it because the land is too valuable and they're going to pull it down?"</p> <p>Honda Australia Representative: "I can't confirm, no information has been provided, but unfortunately yeah, they're closing down."</p> <p>...</p>
11.	January 2021	Call recording	<p>HON.001.002.1602</p> <p>Caller: "...I have my Honda serviced at Astoria motors and they say their closing..."</p> <p>Honda Australia Representative: "oh yep"</p> <p>Caller: "...now I'm wondering if the one at High St will still be open?"</p> <p>...</p> <p>Honda Australia Representative: "Unfortunately, yeah, that Astoria Honda is closed, but John Lawyer in Prahran are still operating, are still open."</p> <p>...</p> <p>Caller: "I'll have to get my Honda serviced there, when are the ones down... when are they closing?"</p> <p>Honda Australia Representative: "which ones?"</p> <p>Caller: "Um, Astoria"</p> <p>Honda Australia Representative: "On the text message... did you receive a text message?"</p> <p>Caller: "Yes... oh the 29th, it's got it here"</p> <p>Honda Australia Representative: "Yeah, the 29th"</p> <p>...</p> <p>Caller: "Is it because of Coronavirus that they've had to close?"</p>

			<p>HA: "Oh they didn't say unfortunately, yeah, but that's the information we've been provided, unfortunately they're closed, but no reason provided as well"</p> <p>...</p>
12.	January 2021	Call recording	<p>HON.001.002.1717</p> <p>Caller: "... I'm just wanting to clarify, I am looking to buy or upgrade my Honda and I'm just wondering if the dealership down in Brighton is going to still remain."</p> <p>Honda Australia Representative: "No, so the.. that dealership is called Astoria Honda so that dealership is closing down, so unfortunately, yeah, they won't be partnered with Honda Australia anymore."</p> <p>...</p> <p>Caller: "Now the service centre that I always go to, which is in walking distance, is on North Road in East Bentleigh, and that is an Astoria Honda one, but is that going to remain as a service centre or close down?"</p> <p>Honda Australia Representative: "No, so Astoria the franchise, so the two.. so the Brighton and the Bentleigh franchise are both closing down."</p> <p>Caller: "Well that's a bit of a shame, had a long association with Astoria Honda so that's a bit of a shame, nevermind."</p> <p>...</p>
13.	January 2021	Call recording	<p>HON.001.002.1720</p> <p>Caller: "... I received a text message last week from Honda saying that the dealership that sold my, sold the car to me originally is closing."</p> <p>Honda Australia Representative: "Yes, that's correct, yeah. So, you're just calling to find out who your next local Honda dealer would be?"</p> <p>...</p> <p>Honda Australia Representative: "So you purchased the vehicle from Tynan is that correct? Tynan Honda?"</p> <p>Caller: "Yes, Tynan, yep"</p> <p>Honda Australia Representative: "Yeah, so obviously as you know, that they are closing down this business, so we obviously.."</p> <p>Caller: "right, that's what the text message said".</p> <p>Honda Australia Representative: "So we obviously recommend taking the vehicle, or having the vehicle serviced at the next authorised Honda dealer..."</p> <p>...</p>

14.	January 2021	Call recording	<p>HON.001.002.1723</p> <p>Caller: "I'm just wondering, I live in Clarinda, I am just wondering where will be the nearest garage to have my car serviced please?"</p> <p>...</p> <p>Honda Australia Representative: "The nearest service centre would be Gary and Warren Smith in Oakleigh or Springvale."</p> <p>...</p> <p>Caller: "Because I normally do mine at Honda, unfortunately I received an email that is closing down"</p> <p>Honda Australia Representative: "Yes that's correct, for the Brighton and Bentleigh services"</p> <p>Caller: "Yeah, for the servicing, so it's closing down"</p> <p>...</p>
15.	February 2021	Call recording	<p>HON.001.002.1983</p> <p>Caller: "... I'm just making some inquiries about the changes with Honda. I bought a new car last June and I haven't had my first service, as yet. Now, has that.., I presume it's changed, the service centre."</p> <p>Honda Australia Representative: "So it depends which service centre you're referring to"</p> <p>Caller: "I bought the car in Sutherland, so it would have been under the Tynan. So, what happens now if I want to book in the service?"</p> <p>Honda Australia Representative: "So unfortunately obviously it won't be Tynan Honda, but we can have a look and confirm your next nearest authorised Honda dealer for any servicing or warranty work to be done for your vehicle."</p> <p>...</p> <p>Honda Australia Representative: "And ah, yeah, because unfortunately Tynan Honda are closed, do you want me to check and confirm who your closest dealer is?"</p> <p>Caller: "Yes please"</p> <p>...</p> <p>Honda Australia Representative: "So your next, your preferred next dealership – you've got one in Banksia or Leichhardt."</p> <p>Caller: "Gees, both of them are not very convenient."</p> <p>Honda Australia Representative: "Yeah far away unfortunately" ...</p>

16.	February 2021	Call recording	<p>HON.001.002.2268</p> <p>Caller: "...Listen, I've currently got three Hondas, and I've had quite a number of them for many years. But I've just bought a new HRV and I bought it at Astoria Honda out in Brighton. Now I understand there's a bit of argy bargy going on with Honda and a number of the dealers and that they're not going to be dealers anymore. So, I'm concerned about...the warranty, and I want to get this thing, the HRV, I wanna get the oil changed on it and do that thousand-kilometre inspection, so from Honda's perspective should you be going to one of the ongoing dealers, or are the older dealers still able to be used for a period of time.</p> <p>Honda Australia Representative: "So, it's probably best that you stick within the Honda network, as Astoria Honda will no longer be part of it."</p> <p>...</p> <p>Caller: "So, so, Honda would advise not to go to these other dealers anymore?"</p> <p>Honda Australia Representative: "Yeah, they're leaving the dealer network. So they're no longer going to be authorised to do.."</p> <p>Caller: "Anything"</p> <p>Honda Australia Representative: "...warranty stuff."</p> <p>Caller: "Right. So when will that take effect?"</p> <p>Honda Australia Representative: "An exact timeline is a little bit unclear, because they are independently owned businesses, it is sort of up to them. Things have already been finalised, as in they are no longer part of us, but as to when they officially close their doors, is up to them."</p> <p>...</p>
17.	February 2021	Call recording	<p>HON.001.002.2087</p> <p>Caller: "... I purchased my Honda CRVs in the end of June this year, no last year sorry, and it was with Tynan Honda.</p> <p>Honda Australia Representative: "Tynan Honda, yep in Kirrawee"</p> <p>Caller: "That's right, yes, and I received that they're not servicing my car anymore, is that right?"</p> <p>Honda Australia Representative: "Yeah that's correct, so the dealership has closed down. So, they're not an authorised Honda dealership anymore. Do you want me to locate your next Honda dealership?"</p> <p>...</p>
18.	February 2021	Call recording	<p>HON.001.001.0239</p> <p>Caller: "We just got a letter from Tynan's to say that they're no longer a Honda dealer.."</p>

			<p>Honda Australia Representative: "Yes"</p> <p>Caller: "...Um, as far as servicing goes, do they still service at Kirrawee Honda or not?"</p> <p>Honda Australia Representative: "Unfortunately not, you're looking at seeing any other Honda dealerships around your area to continue your service and warranty work for the vehicle."</p> <p>Caller: "Sorry can you say that again?"</p> <p>Honda Australia Representative: "Yes, so to answer your question is no, like they're not going to be an authorised Honda dealer to do any service or warranty for Honda. So did you want me to find a dealership for you?"</p> <p>...</p>
Webpages			
19.	3 August 2020 – 6 June 2021	Honda Australia Webpage	<p>HON.020.002.0007</p> <p>Version 1. content</p> <div style="border: 1px solid black; padding: 5px;"> <p>1... 03 August 2020</p> <p>We're building an even better Honda for you</p> <p>The experience of buying a new car has remained largely unchanged for decades. At Honda, we think it can be simpler, more straightforward and more enjoyable.</p> <p>That's why, at this time of transformation across the automotive industry, we're making some changes. Rest assured, we're not going anywhere. We are committed to the Australian market and, more importantly, to our valued customers.</p> <p>We have, however, recognised the need to adapt and evolve our business and overall customer experience in order to build an even better and stronger Honda for you.</p> <p>Our future plans involve:</p> <ul style="list-style-type: none"> • Introducing a more customer-centric approach to the car buying and ownership experience to make it more trusted, simple and enjoyable. One of the features of this new experience will be the introduction of price certainty across our network from 1st July 2021. We believe this will give customers greater clarity and remove many of the pressures and hassles often associated with the car buying process; and • The restructuring of our dealer network including the closure of some current Honda dealerships and the opening of new and different retail and service sites in similar areas. This is needed as we shape our network to match our future customer experience. <p>These are not small changes but they are necessary and a result of both industry challenges and listening to our customers.</p> <p>What will not change is the quality and reliability our vehicles are known for, our competitive pricing and qualified Honda technicians and helpful representatives across our future sites.</p> <p>Pioneering comes with challenges, but that is what Honda is all about - challenging what is possible. As part of this process, we anticipate there may be some bumps along the way and humbly ask that you bear with us as we progress through these changes.</p> <p>Last year we celebrated 50 years in Australia. We are incredibly proud of our rich history here and grateful that you have continued to choose Honda over those years. Now we look forward to writing our next chapter to ensure we can deliver you even more joy in the years ahead.</p> </div>

			<p>Is Honda making these changes globally? Globally Honda is making significant changes to strengthen the brand at a time of great change across the automotive industry.</p> <p>When will the changes take place? While it is largely business as usual for most of our customers over the next 6-12 months, some changes have already begun and will continue as we gradually transition the network to ensure we are ready for the new car buying and ownership experience from 1st July 2021.</p> <p>What does the new buying and ownership experience mean? The new car buying and ownership experience we are building will be introduced from 1st July 2021 and is intended to reduce some of the main customer pain points associated with the purchase and ownership of a new vehicle.</p> <p>It will seek to ensure that customers are offered certainty of price, greater transparency and a consistent Honda experience, no matter which showroom they visit across Australia.</p> <p>Further details on this will be provided closer to the time.</p> <p>What if I like negotiating the price of a new car?</p> <p>That's ok, we understand this is a new concept for Australia and may take some time to adjust to. The new experience won't be in place until July 2021 so there is still plenty of time to make the best choice for you.</p> <p>What does this mean for Honda car dealerships across Australia?</p> <p>As part of this restructure, Honda will reduce the number of dealer-owners within its existing network. This means there will be the closure of some current Honda dealerships over the coming months and the opening of other different Honda retail and service sites.</p> <p>While the Honda network will look a little different in the future, the intention is to have Honda service sites in areas that would allow customers to continue to get their Honda vehicles serviced and experience a similar level of convenience to what they enjoy today.</p> <p>How many dealerships will close?</p> <p>Discussions with our network about the closure of dealerships are still ongoing. Due to confidentiality reasons, we can't provide specific details on either closures or future sites at this time, however we can say that we do plan to maintain a similar number of sites to those that exist today.</p> <p>I am looking to buy a new Honda but concerned the local dealership won't exist anymore, can you confirm who will remain part of the dealer network?</p> <p>We are still in the process of consulting with our dealer network about our changes, so it is too early to provide any specific details about future locations at this stage. In trying to identify future locations, we are considering many factors, including customer convenience.</p> <p>While the Honda network will look a little different in the future, the intention is to have Honda service sites in areas that would allow customers to continue to get their Honda vehicles serviced and experience a similar level of convenience to what they enjoy today.</p>
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			<p>Customers should be assured that all factory-backed Honda warranties will be honoured for genuine Honda products and services.</p> <p>How do I know if my local Honda dealership is one that is closing and what do I do if it is?</p> <p>Customers that are impacted by a change in their service location will be notified, providing Honda has your accurate and up-to-date contact information. For a list of Honda sites please visit: www.honda.com.au/dealers, alternatively, you can reach our team on 1800 804 954 (8.30am to 6pm weekdays)</p> <p>Will these changes affect the resale value of my Honda?</p> <p>Honda products have for many years developed a reputation for strong resale values and we believe this will continue with the new business model.</p> <p>What if I have an outstanding recall?</p> <p>All recalls should continue to be done as a matter of priority. To book your vehicle in please contact the service department at your nearest authorised Honda dealer.</p> <p>How do these changes affect my Honda New Vehicle Warranty?</p> <p>There will be no change to the processing of your Honda New Vehicle Warranty.</p> <p>I have a third-party or dealer warranty, will this be supported if my local dealer closes?</p> <p>There are many different warranty products in the market place. As these warranty products are supplied by a third party, we suggest you contact your selling dealer or third-party warranty provider for more information.</p>
20.	7 June 2021 – 30 June 2021	Honda Australia Webpage	HON.020.002.0010

Version 2 content

2... 07 June 2021

Building for the future

The experience of buying a new car has remained largely unchanged for decades. At Honda, we think it can be simpler, more straightforward and more enjoyable.

That's why, at this time of transformation across the automotive industry, we're making some changes. Rest assured, we're not going anywhere. We are committed to the Australian market and, more importantly, to our valued customers.

We have, however, recognised the need to adapt and evolve our business and overall customer experience in order to build an even better and stronger Honda for you.

Our future plans involve:

- introducing a more customer-centric approach to the car buying and ownership experience to make it more trusted, simple and enjoyable. One of the features of this new experience will be the introduction of price certainty across our network from 1st July 2021. We believe this will give customers greater clarity and remove many of the pressures and hassles often associated with the car buying process; and
- the restructure of our dealer network will include establishing new and different retail and service centres around Australia. Our aim is for Honda customers to be able to continue to service and maintain their vehicles, while experiencing a similar level of convenience to what they enjoy today.

These are not small changes but they are necessary and a result of both industry challenges and listening to our customers.

What will not change is the quality and reliability our vehicles are known for, our competitive pricing, along with qualified Honda technicians and helpful representatives across our future sites.

Pioneering comes with challenges, but that is what Honda is all about - challenging what is possible. As part of this process, we anticipate there may be some bumps along the way and humbly ask that you bear with us as we progress through these changes.

We are incredibly proud of our 52-year rich history in Australia and we are energised about the future. We are grateful that you have continued to choose Honda over those years, and we look forward to writing our next chapter, to ensure we can deliver you even more joy in the years ahead.

Is Honda making these changes globally?

Globally, Honda is making significant changes to strengthen the brand at a time of great change across the automotive industry.

			<p>When will the changes take place?</p> <p>The new car buying and ownership experience we are building will be introduced from 1st July 2021. While it is largely business as usual for most of our customers, we are gradually transitioning the Honda network to ensure we are ready for this new car buying and ownership experience from July 2021.</p> <p>What does the new buying and ownership experience mean?</p> <p>The new car buying and ownership experience is intended to reduce some of the main customer pain points associated with the purchase and ownership of a new vehicle.</p> <p>It will seek to ensure customers are offered certainty of price, greater transparency and a consistent Honda experience, no matter which Honda Centre they visit across Australia.</p> <p>What if I like negotiating the price of a new car?</p> <p>We understand this is a new concept for Australia and may take some time to adjust to. However, this new model aims to deliver certainty of price and a consistent, enjoyable brand experience for our customers.</p> <p>We are confident this will provide a simpler and more transparent experience, while removing some of the pressures and anxiety that can be associated with the new car buying process.</p> <p>What does this mean for Honda car dealerships across Australia?</p> <p>Honda is restructuring its entire network, which means there will be changes to some current Honda dealerships over the coming weeks and months. The restructure will also see the creation of different types of retail representation, as well as the opening of new Honda Centres and Honda Service Centres.</p> <p>While the Honda network will look a little different in the future, the intention is to have Honda service sites in areas that would allow customers to continue to get their Honda vehicles serviced and experience a similar level of convenience to what they enjoy today.</p> <p>Will there be fewer Honda dealerships?</p> <p>Discussions with our network are still ongoing, but Honda's future network design is almost finalised. Between 90-95 sales and service sites will form the new Customer Network, almost all of which will be owned and operated by existing members of the Dealer network.</p> <p>I am looking to buy a new Honda but concerned the local dealership won't exist anymore, can you confirm who will remain part of the dealer network?</p> <p>We are in the final stages of consulting our existing Dealer partners about the changes to Honda's national network.</p>
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			<p>To ensure we can facilitate the best possible transition for those affected by the changes, we are not able to confirm specific details about future locations just yet. However, if you contact your local Dealer, they may be able to update you further on their current situation.</p> <p>What we can say is the physical representation of the Honda brand in Australia will be in line with the current network across key metropolitan, provincial and rural areas. While the Honda network will look a little different in the future, the intention is to have Honda service sites in areas that would allow customers to continue to get their Honda vehicles serviced and experience a similar level of convenience to what they enjoy today.</p> <p>Customers should also be assured that all factory-backed Honda warranties will be honoured for genuine Honda products and services.</p> <p>How do I know if my local Honda dealership is one that is closing and what do I do if it is?</p> <p>Customers that are impacted by a change in their service location will be notified, provided Honda has your accurate and up-to-date contact information. For a list of current Honda sites please visit: www.honda.com.au/dealers, alternatively, you can reach our team on 1800 804 954 (8.30am to 6.00pm AEST weekdays)</p> <p>Will these changes affect the resale value of my Honda?</p> <p>Honda products have for many years developed a reputation for strong resale values and we believe this will continue with the new business model.</p> <p>What if I have an outstanding recall?</p> <p>All recalls should continue to be done as a matter of priority. To book your vehicle in please contact the service department at your nearest authorised Honda dealer.</p> <p>How do these changes affect my Honda New Vehicle Warranty?</p> <p>There will be no change to the processing of your Honda New Vehicle Warranty (regardless of where you purchased your Honda).</p> <p>I have a third-party or dealer warranty, will this be supported if my local dealer closes?</p> <p>There are many different warranty products in the market place. As these warranty products are supplied by a third party, we suggest you contact your selling dealer or third-party warranty provider for more information.</p>
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