



# Honda LCC COUPON Library



COUPONS • AD LINES • LOGOS • LETTERS

**HondaLCC**  
LIFETIME CUSTOMER CARE

## Coupon Categories

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Number	Description
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N02	Honda Visibility Inspection with bullets
N03	State Inspection
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Number	Description
N4A	Multi-Point Inspection with Any Service
O01	Exterior Detailing Special
O02	Complete Detailing Special
O03	Complete Detailing Special with bullets
P01	Save Time and Money with Our Express Service
P02	Try Our Express Service For Your Next Oil Change
P2A	Try Our Express Service For Your Next Oil Change (2 prices)
P3A	Express Service Oil Change With Complimentary Multi-Point Inspection (2 prices)
P3B	Express Service Oil Change With Complimentary Multi-Point Inspection (2 prices)
P3C	Express Service Oil Change With Complimentary Multi-Point Inspection (2 prices)
P3D	Express Service Oil Change With Complimentary Multi-Point Inspection – No Appointment Necessary (2 prices)
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Number	Description
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P48	Express Service – In-Cabin Air Filter
P49	Express Service – Tire Rotation
P50	Express Service – Tire Rotation Plus Complimentary Brake Inspection
P51	Express Service – Brake Inspection
P52	Express Service Oil Change with Complimentary Multi-Point Inspection
P53	Express Service - Maintenance Minder® Codes
Q01*	<xxx,xxx mile><xx month> Recommended Maintenance
Q02*	<xxx,xxx mile><xx month> Recommended Maintenance
Q02*	<xxx,xxx mile><xx month> Recommended Maintenance

\*SRS Only Coupon

Number	Description
R04	What is Maintenance Minder®?
R05	Watch for the Wrench!
R06	What do my Maintenance Minder® Codes Mean?
T01	Engine Air Filter Replacement
U01	Shocks and Strust Replacement
V01	Parts and Accessories Discount
V1A	Parts and Accessories Discount
V02	Discount on Vehicle Service
V2A	Discount on Vehicle Service
V03	Honda Owner Workshop with bullets
V04	Service Clinic
Y01-Y11	Write-Your-Own With Price
Y0A-Y9A	Write-Your-Own (2 prices)
Y26-Y28	<xxx,xxx mile><xx month> Write-Your-Own With Price
Z01-Z11	Write-Your-Own Without Price

### Oil and Filter

**Oil and Filter Change** A01




Few things are more important to the overall performance of your Honda's engine than the oil filter that keeps it clean. We use Honda Genuine oil filters, specifically designed for your Honda.

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Oil and Filter (with Standard Model & 0W-20 Oil)

**Oil and Filter Change** A1A



Few things are more important to the overall performance of your Honda's engine than the oil filter that keeps it clean. We use Honda Genuine oil filters, specifically designed for your Honda.


**Standard Models**  
**\$00<sup>00</sup>**  
WITH COUPON

**0W-20 Oil**  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

### Oil and Filter

**Oil and Filter Change** A02



Includes:


- Replacing the engine oil per specifications (up to 5 quarts)
- Replacing the Honda Genuine oil filter
- Checking/adjusting fluid levels

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Oil and Filter (with Standard Model & 0W-20 Oil)

**Oil and Filter Change** A2A



Includes:

- Replacing the engine oil per specifications (up to 5 quarts)
- Replacing the Honda Genuine oil filter
- Checking/adjusting fluid levels


**Standard Models**  
**\$00<sup>00</sup>**  
WITH COUPON

**0W-20 Oil**  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

### Oil and Filter

**Oil Change with Multi-Point Inspection** A03



Includes:


- Replacing engine oil per specifications
- Assessing/Adjusting fluid levels
- Complimentary multi-point inspection

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Oil and Filter (with Standard Model & 0W-20 Oil)

**Oil Change with Multi-Point Inspection** A3A



Includes:

- Replacing engine oil per specifications
- Assessing/Adjusting fluid levels
- Complimentary multi-point inspection


**Standard Models**  
**\$00<sup>00</sup>**  
WITH COUPON

**0W-20 Oil**  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

### Oil and Filter

**Oil and Filter Change** A04




Few things are more important to the overall performance of your Honda's engine than regular oil and filter changes performed by our expert, Honda-trained technicians.

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Oil and Filter (with Standard Model & 0W-20 Oil)

**Oil and Filter Change** A4A



Few things are more important to the overall performance of your Honda's engine than regular oil and filter changes performed by our expert, Honda-trained technicians.


**Standard Models**  
**\$00<sup>00</sup>**  
WITH COUPON

**0W-20 Oil**  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Oil and Filter

**Oil and Filter Change Plus Tire Rotation** A06



Changing your Honda's oil and filter regularly is vital for your engine's long life; properly rotated tires can last longer and help improve your gas mileage. Why go anywhere else for these important services? Bring in this coupon today and save.


- Replace engine oil per specifications
- Install Honda Genuine oil filter
- Rotate tires

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Oil and Filter (with Standard Model & 0W-20 Oil)

**Oil and Filter Change Plus Tire Rotation** A6A



Oil & filter changes are vital for engine life. Rotated tires can last longer & may improve gas mileage.

- Replace engine oil per specifications
- Install Honda Genuine oil filter
- Rotate tires

**Standard Models**  
**\$00<sup>00</sup>**  
WITH COUPON


**0W-20 Oil**  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Maintenance**

**Minor Scheduled Maintenance** B01

Our Honda-trained technicians use Honda Genuine Parts, so you can enjoy better gas mileage and drive with confidence. Why go anywhere else?



**HONDA**


\$00<sup>00</sup>

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Maintenance**

**Minor Scheduled Maintenance with Complimentary Multi-Point Inspection** B1A

Our Honda-trained technicians will perform a complimentary multi-point inspection with any minor scheduled maintenance, so you can drive with confidence.



**HONDA**


\$00<sup>00</sup>

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Maintenance**

**Intermediate Scheduled Maintenance** B02

Regular maintenance is the best way to protect your investment. It can help improve reliability, gas mileage, and emissions.



**HONDA**


\$00<sup>00</sup>

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Maintenance**

**Major Scheduled Maintenance** B03

Our Honda-trained technicians know your Honda best, helping to extend vehicle life and helping to ensure the job is done right the first time.



**HONDA**


\$00<sup>00</sup>

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Maintenance**

**Discount on Vehicle Service** B04

Our Honda-trained technicians know your Honda best, helping to extend vehicle life and helping to ensure the job is done right the first time. **Use this coupon toward any service.**



**HONDA**


XX%  
off

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Battery

**Battery Inspection** C01

Everyday driving conditions can affect your battery more than you think. Come in today for a battery inspection.



**Dealer Name** **xxx-xxx-xxxx**

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

### Battery

**Honda Battery Special** C02

For best performance, install a new Honda Genuine battery. Includes:

- Complimentary installation
- Complimentary charging system check
- 100-month limited warranty & nationwide warranty



**Dealer Name** **xxx-xxx-xxxx**

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

### Battery

**Battery Replacement** C03

Have a Honda Genuine battery installed today and drive confidently! Includes our 100-month limited warranty.



**Dealer Name** **xxx-xxx-xxxx**

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

### Battery

**Battery with 100-Month Limited Warranty** C04

Great warranty with a Honda Genuine battery! Our 100-month limited warranty provides:

- Full coverage for the first 36 months
- Prorated coverage for remainder of warranty period



**Dealer Name** **xxx-xxx-xxxx**


Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

### Battery

**Take Our Battery Test Today** C05

A complete diagnostic battery test by our Honda-trained technicians that will help you avoid unexpected battery failure.



**Dealer Name** **xxx-xxx-xxxx**


Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

### Battery

**Summer Battery Special** C06

Honda Genuine batteries meet Honda's rigorous specifications for quality & dependability, and can help extend vehicle life & performance. Includes our 100-month limited warranty.



**Dealer Name** **xxx-xxx-xxxx**

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


**\$00<sup>00</sup>**



### Brakes

**Brake Inspection** D01

Your brakes are important to the safety of you and your passengers. Our Honda-trained technicians will do a thorough inspection of your brake system. Why go anywhere else?



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


\$00<sup>00</sup>

### Brakes

**Brake Inspection** D02

Make sure your brakes are working properly:

- Inspect brake pads/shoes, rotors/drums, master cylinder, calipers & wheel cylinders
- Check brake fluid level
- Check/adjust parking brake



**Dealer Name** xxx-xxx-xxxx


Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xxx/xx/xx.

\$00<sup>00</sup>

### Brakes

**Brake Pad Replacement** D03

Feel at ease knowing that Honda Genuine brake pads are engineered to meet the exact braking specifications of your Honda. Come in for a brake pad replacement today.



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

\$00<sup>00</sup>

### Brakes

**Front Brake Special** D04

- Replace front pads
- Inspect discs/calipers (or drums/cylinders)\*, fluid, lines, hoses, master cylinder\*

\*Extra charges may apply for resurfacing, replacement or repair of discs, cylinders/calipers or master cylinder.



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xxx/xx/xx.


\$00<sup>00</sup>

### Brakes

**Front Brake Special** D05

- Replace front pads
- Inspect discs/calipers/lines/hoses/cylinders/master cylinder\*

\*Extra charges may apply for resurfacing, replacement or repair of discs, cylinders/calipers or master cylinder.



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

\$00<sup>00</sup>

### Brakes

**Front or Rear Brake Special** D06

- Replace front or rear pads
- Inspect discs/calipers/lines/hoses/cylinders/master cylinder\*

\*Extra charges may apply for resurfacing, replacement or repair of discs, cylinders/calipers or master cylinder.



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


\$00<sup>00</sup>

# Exhaust - E Coupons

## Coupon Categories

### Exhaust

**Lifetime Muffler Replacement** E01




We know you have many choices when it comes to muffler replacement, but why use imitation parts? Let our Honda-trained technicians install a Honda Genuine muffler.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Exhaust

**Honda Genuine Muffler and Exhaust Parts** E02



- Lifetime warranty
- Competitive price & superior quality
- Our mufflers and other exhaust parts are designed for your specific vehicle

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Exhaust

**Why Settle for Anything Less?** E03



With Honda Genuine Muffler and Exhaust Parts, you get:

- Lifetime warranty on mufflers, A-Pipes & B-Pipes
- Parts designed specifically for your Honda
- Competitive price & superior quality


**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

# Cooling System - F Coupons

### Cooling System

**Cooling System Inspection** F01




Have your cooling system inspected to minimize the risk of overheating or freezing, and maximize the life of your Honda.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Cooling System

**Cooling System Inspection Special** F02



- Check coolant level\*
- Inspect radiator, cap and hoses
- Check radiator fan, A/C condenser fan\*\* & temperature gauge
- Check water pump

\* Coolant replacement extra, if needed  
 \*\* If applicable


**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

# Starting/Charging System - G Coupons

### Starting/Charging

**Starting/Charging System Inspection** G01




Let our Honda-trained technicians make sure your starting/charging system is working properly.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Starting/Charging

**Starting/Charging System Special** G02



- Load-test battery
- Check starter current, draw & alternator output
- Inspect alternator belt
- Check/adjust battery fluid level\*
- Check/clean battery posts & cable terminals

\* If applicable


**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

## Clutch

**Clutch Replacement** H01

Don't go just anywhere to have your clutch replaced. We use Honda Genuine Parts, designed specifically for your Honda.



\$00<sup>00</sup>

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


## Timing Belt - I Coupons

### Timing Belt

**Timing Belt Replacement** I01

We will install a Honda Genuine timing belt\* and inspect the water pump/camshaft/crankshaft seals & other belts.

\*Not all vehicles have timing belts. Check the owner's manual or contact us.



\$00<sup>00</sup>


**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Timing Belt (2 prices)

**Timing Belt Replacement** I1A

We will install a Honda Genuine timing belt\* and inspect the water pump/camshaft/crankshaft seals & other belts.

\*Not all vehicles have timing belts. Check the owner's manual or contact us.



**4-Cylinder Price**  
\$00<sup>00</sup>  
WITH COUPON

**6-Cylinder Price**  
\$00<sup>00</sup>  
WITH COUPON

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


### Timing Belt

**Timing Belt Replacement** I02

A broken timing belt can harm your engine!

- Replace drive belts/timing belt\*
- Check water pump/camshaft/crankshaft seals

\*Not all vehicles have timing belts. Check owner's manual or call us.



\$00<sup>00</sup>

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


### Timing Belt (2 prices)

**Timing Belt Replacement** I2A

A broken timing belt can harm your engine!

- Replace drive belts/timing belt\*
- Check water pump/camshaft/crankshaft seals

\*Not all vehicles have timing belts. Check owner's manual or call us.



**4-Cylinder Price**  
\$00<sup>00</sup>  
WITH COUPON

**6-Cylinder Price**  
\$00<sup>00</sup>  
WITH COUPON

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


### Timing Belt

**Timing Belt and Water Pump Replacement** I03

A broken timing belt can harm your engine!

- Replace water pump & timing belt\*
- Inspect camshaft and crankshaft seals

\*Not all vehicles have timing belts. Check owner's manual or call us.



\$00<sup>00</sup>

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


### Timing Belt (2 prices)

**Timing Belt and Water Pump Replacement** I3A

A broken timing belt can harm your engine!

- Replace water pump & timing belt\*
- Inspect camshaft and crankshaft seals

\*Not all vehicles have timing belts. Check owner's manual or call us.



**4-Cylinder Price**  
\$00<sup>00</sup>  
WITH COUPON

**6-Cylinder Price**  
\$00<sup>00</sup>  
WITH COUPON

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Tires, Wheels, Alignment

**Complimentary Mounting and Balancing with Tire Purchase**



Receive complimentary mounting and balancing, performed by our Honda-trained technicians, with the purchase of four tires.

Dealer Name                                **XXX-XXX-XXXX**  
One per customer repair order. Please present coupon during write-up. Expires xx/xx/xx.

**Complimentary**  
With Coupon

J01

### Tires, Wheels, Alignment

**Wheel Balance Special**



Properly balanced wheels can provide a smoother ride and more uniform tire wear. Our Honda-trained technicians will balance your wheels and properly inflate all four tires.


Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J02

### Tires, Wheels, Alignment

**Tire Rotation Special**



Properly rotated tires can last longer, improve gas mileage, provide a smoother ride and more uniform tire wear. Our Honda-trained technicians will rotate and properly inflate all four tires.


Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J03

### Tires, Wheels, Alignment

**Tire Balance and Rotation**



Properly balanced & rotated tires can improve tire life, gas mileage, ride comfort and uniform wear. Our Honda-trained technicians will balance, rotate and inflate all four tires.


Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J04

### Tires, Wheels, Alignment

**Tire Balance and Rotation with Brake Inspection**



Includes:

- Inspecting tires
- Checking/adjusting tire pressure
- Balancing and rotating all four tires
- Inspecting front & rear brakes


Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J05

### Tires, Wheels, Alignment

**Front and Rear Alignment Special**



Let our Honda-trained technicians ensure that your wheels are properly aligned to minimize uneven or excessive tire wear.


Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J06

### Tires, Wheels, Alignment

**All-Wheel Alignment**



- Adjust caster, camber & toe-in as needed
- Check suspension, steering linkage & steering rack preload
- Inspect wheels & tires
- Adjust tie rods as needed to center steering wheel
- Road test

Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J07

### Tires, Wheels, Alignment

**Honda Authorized Tires**



Honda Authorized Tires are engineered specifically for your vehicle to help:

- Keep passengers and cargo safe
- Maintain vehicle performance
- Improve ride quality

Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J08

### Tires, Wheels, Alignment

**Honda Authorized Tires**



Honda Authorized Tires are engineered specifically for your vehicle to help:

- Keep passengers & cargo safe
- Maintain vehicle performance
- Improve ride quality

\* Offer applies to purchase of four tires


Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J8A

### Tires, Wheels, Alignment

**We Sell Tires!**



Get Honda Authorized Replacement Tires for original fit and performance and to help maintain optimal gas mileage and safety.

Dealer Name                                **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

J09

### Tires, Wheels, Alignment

#### We Sell Tires!

Get Honda Authorized Replacement Tires for original fit and performance and to help maintain optimal gas mileage and safety.



J9A

Discount On Tires  
**\$00<sup>00</sup>** off

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Tires, Wheels, Alignment

#### We Sell Tires!

Get Honda Authorized Replacement Tires\* for original fit and performance and to help maintain optimal gas mileage and safety.

\*Offer valid with a purchase of four tires.

J9B

Discount On Tires  
**\$00<sup>00</sup>** off

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Tires, Wheels, Alignment

#### We Sell Tires!

Get Honda Authorized Replacement Tires\* for original fit and performance and to help maintain optimal gas mileage and safety.

\*Offer valid with a purchase of four tires.



J9C

Discount On Tires  
**\$00<sup>00</sup>** off

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Tires, Wheels, Alignment

#### We Sell Tires! Buy One, Get One!

Get Honda Authorized Replacement Tires for original fit and performance and to help maintain optimal gas mileage and safety.



J9D

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

### Road Hazard Coverage

#### Honda Authorized Tires Come with 24 Months of Road Hazard Coverage

Road Hazard Coverage includes repair or replacement of tires damaged during the course of normal driving. Ask your service advisor for details.

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.



### Buy 4 Tires for the Price of 3!

#### Buy 4 Tires for the Price of 3!

For optimal performance, gas mileage and safety, choose Honda Authorized Tires from your Honda dealer. Right now, purchase four tires for the price of three.

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.



### We're Checking Tires

#### Tire Inspection We're Checking:

Tread Depth  Tire Pressure  Wear Pattern

Properly maintained tires may improve gas mileage, ride quality and tire life. Let our Honda-trained technicians inspect the condition of your tires.

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Complimentary**  
With Coupon



### We Sell Tires for Your Honda

#### We Sell Tires for Your Honda

Model	As low as...
Accord	\$00.00
Civic	\$00.00
Crosstour	\$00.00
CR-V	\$00.00
CR-Z	\$00.00
Fit	\$00.00
Insight	\$00.00
Odyssey	\$00.00
Pilot	\$00.00
Ridgeline	\$00.00

Dealer Name **XXX-XXX-XXXX**  
See dealer for the sizing details. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.



### We Sell Tires for Your Honda

#### We Sell Tires for Your Honda

Model	As low as...
Accord	\$00.00
Civic	\$00.00
Crosstour	\$00.00
CR-V	\$00.00
CR-Z	\$00.00
Fit	\$00.00
Insight	\$00.00
Odyssey	\$00.00
Pilot	\$00.00
Ridgeline	\$00.00

Dealer Name **XXX-XXX-XXXX**  
See dealer for the sizing details. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.



### Air Conditioning

**Air Conditioning Inspection** K01

- Inspect radiator, belts, heater valve, outlet temperature, pressures, condenser fan & compressor clutch operation
- Check hoses & connections for leaks\*

 \* Refrigerant charges may apply.



**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


**\$00<sup>00</sup>**

### Air Conditioning

**Air Conditioning Service** K02

Our Honda-trained technicians will inspect and test your A/C system for leaks, and add the proper refrigerant (if necessary).\*

\* Extra charge may apply.



**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

### Air Conditioning

**Honda Cabin Air Filter Replacement** K03

Keep dust, pollen and pollutants out of your passenger cabin with a new Cabin Air Filter:

- Blocks dust, pollen, mold spores and other pollutants
- HEPA filter technology



**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


**\$00<sup>00</sup>**

# General - L Coupons

### General

**Complimentary Loaner Car** L01

We'll provide you with a Complimentary Loaner Car with selected Honda services or repairs. Call us for details.




**Dealer Name** xxx-xxx-xxxx

### General

**Complimentary Loaner Car** L1A

We'll provide you with a Complimentary Loaner Car with selected Honda services or repairs of \$300 or more. Call us for details.




**Dealer Name** xxx-xxx-xxxx

### General

**Honda Genuine Parts and Accessories** L02

Some Honda owners get personal satisfaction from doing their own maintenance and repair work. Use Honda Genuine Parts and Accessories to personalize and enhance your vehicle.



**Dealer Name** xxx-xxx-xxxx

### General

**We Match Any Competitor's Offer!** L05

We accept any service coupons you receive from anyone!\*


\* Simply present competitor's offer at time of service write-up. Not valid on previous purchases.



**Dealer Name** xxx-xxx-xxxx  
One per customer repair order. Please present coupon during write-up. Expires xx/xx/xx.

**General**

**Have You Tried the Official Honda Owners Site?** L06



- View maintenance schedule
- Shop for Honda Genuine Parts & Accessories
- Receive service offers and view recall info

To receive Service Reminders, go to [owners.honda.com](http://owners.honda.com)

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**General**

**We're a President's Award Winner!** L08




**Our dealership qualified for this Honda award based on:**

- High standard of customer satisfaction based on customer's surveys
- High level of training completed by our Parts and Service Managers

**Dealer Name** xxx-xxx-xxxx

**General**

**eStore** L09



Your online source for Honda Genuine Parts and Accessories


- *Write-your-own text here.*

Visit [www.estimate.honda.com](http://www.estimate.honda.com)

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**General**

**Your Honda Dealer: One-Stop Service Shop** L10



- Honda Genuine Motor Oil, Coolant, Brake Fluid, Power Steering Fluid, Automatic Transmission Fluid
- Honda Genuine Battery with 100 month limited warranty
- Honda Authorized Replacement Tires

**Dealer Name** xxx-xxx-xxxx

**\$00<sup>00</sup>**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**General**

**Discount on Honda Care® Vehicle Service Contracts** L11



A Honda Care Vehicle Service Contract is the only Honda factory-backed protection plan with:


- Comprehensive Component Coverage
- Concierge Emergency Service
- Roadside Assistance and more!

**Dealer Name** xxx-xxx-xxxx

**XX% off**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**General**

**Free Shuttle Service** L13




We'll provide you with Free Shuttle Service to and from the dealership for any repair requiring a longer service stay. Why go anywhere else?

**Dealer Name** xxx-xxx-xxxx

**General**

**Free CARFAX® Vehicle History Report and free no obligation appraisal of vehicle value** L14



- Used vehicle values are higher than ever
- You may be very pleased with your Honda's value!

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**General**

**Test Drive a New Honda Accord and Save on an Oil Change** L15




- Oil change discount only available after test drive is complete
- Includes Oil Filter & 5W-20 motor oil

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. 0W-20 oil excluded. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**General**

**Free vehicle history report and free no obligation appraisal of vehicle value** L16




- Used vehicle values are higher than ever
- You may be very pleased with your Honda's value!

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**General**

**Free AutoCheck vehicle history report and free no obligation appraisal of vehicle value** L17



- Used vehicle values are higher than ever
- You may be very pleased with your Honda's value!

**Dealer Name** xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.





**Parts & Accessories**

**Honda Genuine Oil Filter** M01



Through advanced technology and the use of superior materials, Honda Genuine oil filters are designed specifically for your Honda. Present this coupon at our Parts Department and save.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Air Filter** M02




Protect against engine-damaging airborne particles. Honda Genuine air filters are specifically designed for your Honda.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Battery** M03




Honda Genuine batteries meet Honda specifications for superior reliability and performance. With 100-month limited warranty. Ask about installation.  
 \*Coupon valid at Parts Dept. only.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Discount on Honda Genuine Parts** M04




Some Honda owners get personal satisfaction from doing their own maintenance and repair work on their Honda. Use Honda Genuine Parts. Bring this coupon to our Parts Department and save.

**XX% off**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Discount on Honda Genuine Accessories** M05



Some Honda owners get tremendous personal satisfaction from installing Honda Genuine Accessories to personalize and enhance the appearance of their Honda. Bring this coupon to our Parts Department and save!

**XX% off**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine All Season Floor Mats** M10




Protect your Honda's original carpet from wear and tear with Honda Genuine All Season floor mats. These mats are custom-contoured to fit your Honda perfectly. Ask us about installation.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Windshield Wiper Inserts** M11



See the world more clearly through the windshield of your Honda. Use Honda Genuine windshield wiper inserts, designed specifically for your Honda. Ask us about installation.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Touch-up Paint** M12




Inspect your Honda regularly for stone chips and scratches. Honda's touch-up paint, color matched to your vehicle, camouflages tiny chips and protects against rust and corrosion.

**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
\*Does not include white touch-up paint. Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Boutique and Clothing Items** M13



Show your Honda pride – purchase any Honda Boutique item or clothing in stock.

**Complimentary**

Dealer Name xxx-xxx-xxxx  
Prices may vary. Plus taxes and fees where applicable. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Windshield Wiper Inserts – Complimentary with Scheduled Maintenance** M14




See the world more clearly through the windshield of your Honda with new Honda Genuine wiper inserts. Now complimentary with any scheduled maintenance service.

**Complimentary**  
With Coupon

Dealer Name xxx-xxx-xxxx  
Please present coupon during write-up. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Windshield Wiper Inserts 99¢ with any Service** M15



See the world more clearly through the windshield of your Honda with new Honda Genuine wiper inserts. Now only 99¢ each with any service.

**99¢**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Your Trunk Has Never Looked So Good!** M16



Protect your trunk's carpeting with a custom-fit trunk tray:


- Rugged, quality molded plastic
- Textured surface to help prevent sliding
- Embossed with vehicle logo

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
One per customer repair order. Please present coupon during write-up. Offer applies to model years 2001–2005 only. Expires xx/xx/xx.

**Parts & Accessories**

**Travel in style with the Honda Cargo Net or Cargo Organizer** M17




Whatever you need to carry, our Cargo Net or Organizer will make transporting it a breeze. Your items will stay secure wherever you go.

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Pack Your Honda and Enjoy the Great Outdoors!** M18



With Honda Genuine Roof Racks, Attachments and Cross Bars, you can:


- Securely haul bikes, skis, etc.
- Prevent damage to vehicle interior
- Enjoy more space inside your vehicle

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Spring Clean your Honda** M19



Get a great deal on our Honda Genuine Car Care Kit with any service.

One kit per customer repair order.

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Organize Your Stuff with Style Using Honda Genuine Cargo Accessories** M20



Whatever you need to carry, our Cargo Nets, Hooks, or Cargo Organizers will make transporting it a breeze.

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Protection Package – Splash Guards, Wheel Locks and Trunk Trays\*** M22



Protect against weather, dirt and theft with a Honda Genuine Protection Package.

\* Model specific. Ask for details. Purchase from our parts department or from [www.estore.honda.com](http://www.estore.honda.com).

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine All Season Protection Package Splash Guards, All Season Floor Mats and Trunk/Cargo Tray\*** M23



Protect your Honda from weather and dirt with a Honda Genuine Protection Package. It's the ideal way to protect your investment - inside and out!


\*Specific to model. Includes installation

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Remote Engine Start System** M24



Providing the convenience of starting your car at a distance – the ultimate in convenience and comfort when living in cold or hot climates!


Contact your dealer for Model & Model year availability.

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Parts & Accessories**

**Honda Genuine Moonroof Visor** M27




- Helps reduce wind noise and glare
- Aerodynamic construction allows air to circulate through cabin, even in inclement weather
- Sturdy, attractive, and crack-resistant

**\$00<sup>00</sup>**

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Parts & Accessories

**Honda Genuine Running Boards and Side Steps** M28



- Easier entry and exit for driver and front passenger
- Increased side-splash protection
- Integrated design helps ensure proper fit

**Dealer Name** **xxx-xxx-xxxx**

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

Parts & Accessories

**Honda Genuine Wheel Locks** M29



- Theft deterrent
- Chrome-plated triple nickel finish for brilliant shine and corrosion prevention
- Durable hardened-steel construction

**Dealer Name** **xxx-xxx-xxxx**

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

**Inspection**

**Honda Visibility Inspection** N01



**HONDA**

We check:

- Exterior lights
- Front/rear wipers/washers
- Fill front/rear wiper/washer reservoirs
- Mirrors and heat & defrost controls

\* Wiper insert/blade replacement & fluid extra, if needed.

**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

\$00<sup>00</sup>

**Inspection**

**Honda Visibility Inspection** N02



**HONDA**

- Check condition/operation of exterior lights
- Check condition/operation of front/rear wipers and washers
- Check/fill front/rear windshield washer reservoirs
- Check operation of all mirrors and heat and defrost controls

\* Replacement wiper inserts/blades and fluid extra (if needed)


**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

\$00<sup>00</sup>

**Inspection**

**State Inspection** N03



**HONDA**

Our Honda-trained technicians will perform a State Inspection on your vehicle. Call us for details.

**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

\$00<sup>00</sup>

**Inspection**

**Complimentary Multi-Point Inspection with Any Service** N04



**HONDA**

Our Honda-trained technicians will inspect your vehicle and let you know if anything needs attention. Call us for details.

**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Expires xx/xx/xx.

Complimentary

With Coupon

**Inspection**

**Multi-point Inspection with Any Service** N4A



**HONDA**

Our Honda-trained technicians will inspect your vehicle and let you know if anything needs attention. Call us for details.

**Dealer Name** xxx-xxx-xxxx


Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

\$00<sup>00</sup>

**Appearance**

**Exterior Detailing Special** 001

A clean car is a happy car. We use a full line of Honda Genuine car care products formulated exclusively for your Honda.



**Dealer Name** xxx-xxx-xxxx


Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

**Appearance**

**Complete Detailing Special** 002

Take advantage of our complete detailing special. We use a full line of interior and exterior Honda Genuine car care products designed exclusively for your Honda.



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**


**Appearance**

**Complete Detailing Special** 003

Make your Honda look like new!

- Clean carpets and interior trim
- Refresh fabric protection on seats\* and deodorize
- Exterior wash, wax and buff
- Clean all windows and wheels

\* If applicable



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


**\$00<sup>00</sup>**

**Express Service - P Coupons**

**Express Service**

**Save Time and Money with Our Express Service** P01

Use our Express Service and make taking care of your Honda even easier. We use Honda Genuine Parts designed specifically for your Honda.



**Quick, Easy & Affordable**


**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Try Our Express Service For Your Next Oil Change** P02

Use our Express Service oil and filter change and make taking care of your Honda even easier. Our Honda-trained technicians will change your oil and filter while you wait.



**Quick, Easy & Affordable**

**Dealer Name** xxx-xxx-xxxx


Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

**Express Service**

**Try Our Express Service For Your Next Oil Change** P2A

Use our Express Service oil and filter change and make taking care of your Honda even easier. Our Honda-trained technicians will change your oil and filter while you wait.



**Quick, Easy & Affordable**

**Standard Models**

**\$00<sup>00</sup>**  
WITH COUPON

**0W-20 Oil**

**\$00<sup>00</sup>**  
WITH COUPON

**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P3A

Oil and filter change with a complimentary multi-point inspection that takes less than 30 minutes. Express Service is performed by Honda-trained technicians using Honda Genuine Parts.



**Quick, Easy & Affordable**

**Standard Models**

**\$00<sup>00</sup>**  
WITH COUPON

**0W-20 Oil**

**\$00<sup>00</sup>**  
WITH COUPON

**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P3B



Quick, Easy & Affordable

Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P3C



Quick, Easy & Affordable

Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection – No Appointment Necessary** P3D



Quick, Easy & Affordable

Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P3E



Quick, Easy & Affordable

Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection – No Appointment Necessary** P3F



Quick, Easy & Affordable


Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P3G



Quick, Easy & Affordable


Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Minor Scheduled Maintenance** P04



Quick, Easy & Affordable

Our Honda-trained technicians use Honda Genuine Parts to help improve gas mileage and longer vehicle life. We work while you wait with Express Service.

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

**Express Service**

**Express Service Oil and Filter Change Plus Tire Rotation** P4A



Quick, Easy & Affordable

Includes:

- Replacing engine oil
- Installing Honda Genuine oil filter
- Tire rotation


Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection Plus Tire Rotation** P4B



Quick, Easy & Affordable

Includes:

- Replacing engine oil
- Installing Honda Genuine oil filter & tire rotation
- Complimentary multi-point inspection


Standard Models  
**\$00<sup>00</sup>**  
WITH COUPON

0W-20 Oil  
**\$00<sup>00</sup>**  
WITH COUPON

Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "0W-20 Oil" vehicles. Expires xx/xx/xx.

**Express Service**

**Intermediate Scheduled Maintenance** P05



Quick, Easy & Affordable

Regularly maintaining your Honda is the best way to protect your investment and to help ensure long-term reliability. A well-maintained vehicle uses less fuel, emits fewer air pollutants and lasts longer than a poorly maintained vehicle. Try our Express Service ... it's fast and easy.


Dealer Name **xxx-xxx-xxxx**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**\$00<sup>00</sup>**

**Express Service**

**Major Scheduled Maintenance** P06

Don't trust just anyone to perform major maintenance on your Honda. Our Honda-trained technicians know your Honda, and you can feel confident the job will be done right – the first time. A well-maintained vehicle can prolong the life of your investment and protect your resale value. Save time and money with Express Service.


  
Quick, Easy & Affordable

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Write-Your-Own With Price** P07-P17


  
Quick, Easy & Affordable

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Write-Your-Own With Price** P7A-P9A


  
Quick, Easy & Affordable

**Service/Model 1**  
**\$00<sup>00</sup>**  
**Service/Model 2**  
**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Write-Your-Own Without Price** P18-P28


  
Quick, Easy & Affordable

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Discount on Express Service** P29

Enjoy, convenient, while-you-wait service from our Honda-trained technicians. Use this coupon toward any Express Service.


  
Quick, Easy & Affordable

**XX% off**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P30

  
Quick, Easy & Affordable

Oil and filter change with a complimentary multi-point inspection that takes less than 30 minutes. Express Service is performed by Honda-trained technicians using Honda Genuine Parts.

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P31

  
Quick, Easy & Affordable


Oil and filter change with a complimentary multi-point inspection designed to take less than 30 minutes. Express Service is performed by Honda-trained technicians using Honda Genuine Parts.

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Take Our Battery Test Today** P32

  
Quick, Easy & Affordable


It only takes a few minutes for one of our Honda-trained technicians to perform a complete diagnostic test that could help you avoid unexpected battery failure.

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P33

  
Quick, Easy & Affordable

Oil and filter change with a complimentary multi-point inspection – convenient while-you-wait service. Express Service is performed by Honda-trained technicians using Honda Genuine Parts.

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection – No Appointment Necessary** P34

  
Quick, Easy & Affordable

Oil & filter change with complimentary multi-point inspection – convenient while-you-wait service. Performed by Honda-trained technicians with Honda Genuine Parts.

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil and Filter Change Plus Tire Rotation** P35



Quick, Easy & Affordable

Includes:


- Replacing engine oil
- Installing Honda Genuine oil filter
- Tire rotation

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P36



Quick, Easy & Affordable

Oil & filter change with complimentary multi-point inspection that takes under 30 minutes (extra time for car wash). Performed by Honda-trained technicians using Honda Genuine Parts.

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection – No Appointment Necessary** P37



Quick, Easy & Affordable


Oil & filter change with complimentary multi-point inspection that takes under 30 minutes (extra time for car wash). Performed by Honda-trained technicians using Honda Genuine Parts.

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection Plus Tire Rotation** P38



Quick, Easy & Affordable

Includes:


- Replacing engine oil
- Installing Honda Genuine oil filter & tire rotation
- Complimentary multi-point inspection

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Discount On Express Service** P39



Quick, Easy & Affordable


**\$10.00** off when you spend \$75.00 – \$99.99  
**\$20.00** off when you spend \$100.00 – \$149.99  
**\$25.00** off when you spend \$150.00 – \$199.99  
**\$35.00** off when you spend \$200.00 or more

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Maintenance Minder® Services A and B** P42



Quick, Easy & Affordable

A. Oil Change  
 B. Oil & filter change, inspection of brakes, brake hoses/lines, fluid levels, exhaust system, suspension, fuel lines/connections, and other components

Code/Sub Items:


1. Rotate tires
2. Replace air cleaner element, dust & pollen filter, insert drive belt
3. Replace transmission fluid
4. Replace spark plugs & timing belt (if equipped), inspect valve clearance & water pump
5. Replace engine coolant
6. Replace rear differential fluid (see applicable Owner's Manual for details)

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices/recommended services may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Watch for the Wrench!** P43




Your vehicle's Maintenance Minder® system tracks the remaining engine oil life in your vehicle. It then displays maintenance service symbols in the Odometer/Trip Meter area. As part of the Maintenance Minder system, a separate "wrench" icon also appears, indicating that required maintenance is due.

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Minor Scheduled Maintenance with Complimentary Multi-Point Inspection** P44



Quick, Easy & Affordable


When it comes to servicing your Honda, why trust anyone other than your Honda dealer? Our Honda-trained technicians will perform a complimentary multi-point inspection with any minor scheduled maintenance, so you can drive with confidence.

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service - Write-Your-Own**

**<xxx,xxx mile><xx month> Write-Your-Own With Price** P45-P47



Quick, Easy & Affordable

**\$00<sup>00</sup>**

Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service - In-Cabin Air Filter**

**Express Service Cabin Air Filter Replacement** P48



Quick, Easy & Affordable

Keep dust, pollen and pollutants out of your passenger cabin with a new In-Cabin Air Filter:

- Blocks dust, pollen, mold spores & other pollutants
- HEPA filter technology

**\$00<sup>00</sup>**


Dealer Name **XXX-XXX-XXXX**  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.



**Express Service - Tire Rotation**

**Express Service Tire Rotation** P49

Try our Express Service. Our Honda-trained technicians will properly rotate your tires while you wait!



**Quick, Easy & Affordable**

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Tire Rotation Plus Complimentary Brake Inspection** P50

With Express Service, Honda-trained technicians properly rotate your tires while you wait. Includes a complimentary brake inspection!



**Quick, Easy & Affordable**

**\$00<sup>00</sup>**


Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Brake Inspection** P51

While you wait, our Honda-trained technicians will inspect:

- Brake pads/shoes, rotors/drums, master cylinder, calipers & wheel cylinders
- Brake fluid level
- Adjust parking brake



**Quick, Easy & Affordable**


**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**Express Service Oil Change With Complimentary Multi-Point Inspection** P52

Oil and filter change with a complimentary multi-point inspection – convenient while you wait service. Express Service is performed by Honda-trained technicians using Honda Genuine Parts.



**Quick, Easy & Affordable**

**\$00<sup>00</sup>**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Express Service**

**What Do My Maintenance Minder® Codes Mean?** P53


Code/Main Items:

A. Oil Change .....	\$0.00
B. Oil & filter change, inspection of brakes, brake hoses/lines, fluid levels, exhaust system, suspension, fuel lines/connections, and other components .....	\$0.00

Code/Sub Items:

1. Rotate tires .....
2. Replace air cleaner element, dust & pollen filter, insert drive belt .....
3. Replace transmission fluid .....
4. Replace spark plugs & timing belt (if equipped), inspect valve clearance & water pump .....
5. Replace engine coolant .....
6. Replace rear differential fluid .....

(see applicable Owner's Manual for details)




**Quick, Easy & Affordable**

Dealer Name XXX-XXX-XXXX  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Maintenance – SRS Only

**<xxx,xxx mile><xx month>** Q01  
**Recommended Maintenance**

We know you have many choices when it comes to servicing your Honda, but why trust anyone other than your Honda dealer? Our Honda-trained technicians use Honda Genuine Parts so you can enjoy better gas mileage and drive with confidence.


  
**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Maintenance – SRS Only

**<xxx,xxx mile><xx month>** Q02  
**Recommended Maintenance**

Regularly maintaining your Honda is the best way to protect your investment and help ensure long-term reliability. A well-maintained vehicle uses less fuel, emits fewer air pollutants and lasts longer than a poorly maintained vehicle.


  
**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Maintenance – SRS Only

**<xxx,xxx mile><xx month>** Q03  
**Recommended Maintenance**

Don't trust just anyone to perform major maintenance on your Honda. Our Honda-trained technicians know your Honda, and you can feel confident the job will be done right – the first time. A well-maintained vehicle can prolong the life of your investment and protect your resale value.

  
**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.


Maintenance Minder® - R Coupons

Maintenance Minder®

**What is Maintenance Minder®?** R04

This onboard computer:

- Monitors how you drive
- Reminds you when it's time for service
- Allows you to enjoy your vehicle without wondering when service is due




Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Maintenance Minder®

**Watch for the Wrench!** R05

Maintenance Minder® tracks your remaining engine oil life, displaying a wrench in the Odometer/Trip Meter area when service is due. Also displays other symbols when other service is due.



Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Maintenance Minder®

**What Do My Maintenance Minder® Codes Mean?** R06


Code/Main Items:

- A. Oil Change ..... \$0.00
- B. Oil & filter change, inspection of brakes, brake hoses/lines, fluid levels, exhaust system, suspension, fuel lines/connections, and other components ..... \$0.00

Code/Sub Items:

1. Rotate tires .....
2. Replace air cleaner element, dust & pollen filter, insert drive belt .....
3. Replace transmission fluid .....
4. Replace spark plugs & timing belt (if equipped), inspect valve clearance & water pump .....
5. Replace engine coolant .....
6. Replace rear differential fluid .....

(see applicable Owner's Manual for details)




Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

\* Based on customer's last service visit and model type, only A or B service will image.

## Engine Air Filter

**Engine Air Filter Replacement** T01

Changing your engine air filter is vital to your engine's long life and can help improve your gas mileage.

  
**HONDA**

**Dealer Name** **\$00<sup>00</sup>**


Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

# Shocks and Struts - U Coupons

## Shocks and Struts

**Shocks and Struts Replacement** U01

Watch out for imitation parts. Let our Honda-trained technicians install Honda Genuine shocks and struts to keep your Honda riding like new!

  
**HONDA**

**Dealer Name** **\$00<sup>00</sup>**

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Variable**

**Parts and Accessories Discount** V01

Save in our Parts Department:

- \_\_\_ Discount on retail purchases from \$15.00 – \$49.99
- \_\_\_ Discount on retail purchases from \$50.00 – \$99.99
- \_\_\_ Discount on retail purchases from \$100.00 or more



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Variable**

**Parts and Accessories Discount** V1A

Save in our Parts Department:

- \_\_\_ Discount on retail purchases from \$49.99 – \$99.99
- \_\_\_ Discount on retail purchases from \$100.00 – \$149.99
- \_\_\_ Discount on retail purchases from \$150.00 or more



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Variable**

**Discount on Vehicle Service** V02

Save on vehicle service (including parts and labor):

- \_\_\_ Discount on service from \$15.00 – \$49.99
- \_\_\_ Discount on service from \$50.00 – \$99.99
- \_\_\_ Discount on service from \$100.00 or more



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Variable**

**Discount on Vehicle Service** V2A

Save on vehicle service (including parts and labor):

- \_\_\_ Discount on service from \$49.99 – \$99.99
- \_\_\_ Discount on service from \$100.00 – \$149.99
- \_\_\_ Discount on service from \$150.00 or more



**Dealer Name** xxx-xxx-xxxx

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Variable**

**Honda Owner Workshop** V03

Call today to enroll in our next Honda Owner Workshop

- Live shop demonstrations
- Free refreshments
- Meet your Service Advisors
- Your Message or Dates Here)

Honda  
Owner  
Workshop


**Dealer Name** xxx-xxx-xxxx

**Variable**

**Service Clinic** V04

*Join Us For A*  
**SERVICE CLINIC**


By appointment only.  
*(Your Message or Dates Here)*



**Dealer Name** xxx-xxx-xxxx

**Write-Your-Own**

**Write-Your-Own With Price** Y01-Y11




**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Write-Your-Own**

**Write-Your-Own With Price** Y0A-Y9A




**\$00<sup>00</sup>**  
*Service/Model 1*  
**\$00<sup>00</sup>**  
*Service/Model 2*  
**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for "DW-20 Oil" vehicles. Expires xx/xx/xx.

**Write-Your-Own**

**<xxx,xxx mile><xx month>** Y26-Y28

**Write-Your-Own With Price**




**\$00<sup>00</sup>**

Dealer Name xxx-xxx-xxxx  
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

**Write-Your-Own**

**Write-Your-Own Without Price** Z01-Z11



Dealer Name xxx-xxx-xxxx



# LCC Coupon Pricing Options

Along with selecting your segmented coupon offers, you can now choose from nine pricing options. Some coupons have limited your options to protect you from making pricing mistakes. Call your Marketing Consultant if you have any questions about these pricing options. This is a sample of how various pricing options will display on our LCC communications.

TO RECEIVE YOUR SERVICE REMINDER BY E-MAIL, GO TO [WWW.REMINDER.HONDA.COM](http://WWW.REMINDER.HONDA.COM)

<p><b>Honda Battery Special</b> <span style="float: right;">C02</span></p> <p>For the best performance, install a new Honda Genuine battery. Includes:</p> <ul style="list-style-type: none"> <li>• Complimentary installation</li> <li>• Complimentary charging system check</li> <li>• 100-month limited warranty &amp; nationwide warranty</li> </ul> <p><b>10% off</b> With Coupon</p> <p><small>Hometown Honda 800-555-1234 Prices may vary by model. Plus tax where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires 1/31/15.</small></p>	<p><b>Tire Rotation Special</b> <span style="float: right;">J03</span></p> <p>Properly rotated tires can last longer, improve gas mileage, and provide a smoother ride and more uniform tire wear. Our Honda-trained technicians will rotate and properly inflate all four tires.</p> <p><b>\$9<sup>99</sup></b> With Coupon</p> <p><small>Hometown Honda 800-555-1234 Prices may vary by model. Plus tax where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires 1/31/15.</small></p>
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**Percent Off**

**10% Off**

With Coupon

**Special/Regular Price**

**\$13<sup>00</sup>**

With Coupon. Regular Price \$18.00

**Dollar Amount Off**

**\$30<sup>00</sup> Off**

With Coupon

**Complimentary**

**Complimentary**

With Coupon

**Regular Price**

**\$38<sup>95</sup>**

**Call For Price**

**Call For Price**

**Special Price**

**\$34<sup>99</sup>**

With Coupon

**Regular and Complimentary**

**Complimentary**

With Coupon  
Regular Price \$29.95

**No Price (Blank)**

## LCC Ad Lines

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- 24-Hour voicemail
- A mini first-aid kit to keep in your glove box
- All service work is guaranteed for one year
- Child's play area
- Compare our prices
- Complimentary car wash with your service
- Convenient hours
- Early-bird and night drop-off available
- Extended evening hours
- Complimentary battery test with every service
- Complimentary inspection
- Complimentary multi-point inspection with any service
- Free service clinics
- Free shuttle service
- Full line of replacement tires
- Full service
- Fully stocked parts department
- Honda-trained service professionals
- Honor all Honda warranties
- Loaner cars available
- Match pricing and competitive coupons
- Mid-week discounts (Tuesday – Thursday)
- Open Saturdays
- Open Sundays
- Open Weekends
- Our extended hours are convenient to your lifestyle
- President's Award Winner
- Quick and convenient service
- Register for our Honda Owner Workshop
- Register your vehicle on the Official Honda Owners site at [owners.honda.com](http://owners.honda.com)
- Rental cars available
- Schedule service appointments online at [owners.honda.com](http://owners.honda.com)
- Schedule your service appointment on our Web site
- Senior discounts
- Shuttle service
- Smog Check station
- State-of-the-art Honda diagnostic equipment
- State inspections performed
- Student discounts
- Unbeatable customer service
- Waiting area with phones
- Waiting area with phones and computer jacks
- We ♥ Your Honda
- We offer coffee and donuts
- We speak Cantonese\*
- We speak Chinese\*
- We speak Croatian\*
- We speak Farsi\*
- We speak French\*
- We speak German\*
- We speak Hmong\*
- We speak Japanese\*
- We speak Korean\*
- We speak Mandarin\*
- We speak Polish\*
- We speak Russian\*
- We speak Spanish\*
- We speak Tagalog\*
- We speak Vietnamese\*
- We use Honda Genuine Parts
- 50-character write-your-own message

\*Will image in specific language

## Express Service Ad Lines

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- 30-minute guarantee on Express Service oil and filter change
- 30-minute guarantee on minor and intermediate services
- 30-minute guarantee on minor services
- 60-minute guarantee on major services
- Ask about our Express Service
- Fast in and out – no need to leave your car all day
- No appointment needed
- Quick write-up in a dedicated Reception Lane
- Speak directly with the technician
- Try our Express Service
- Viewing area to watch your Honda while it's serviced
- Why go anywhere but Honda?



# Amenity Logos

**Children's Play Area**



**Complimentary Coffee**



**Complimentary Coffee or Snacks**



**Early Bird/ Late Night**



**Extended Evening Hours**



**Express Service**



**Express Service Certified**



**Express Service Elite**



**FREE Battery Test**



**FREE Car Wash**



**FREE Car Wash w/ Service**



**Loaner Cars Available**



**Multi-Point Inspection**



**Open Saturday**



**Open Sunday**



**Open Weekends**



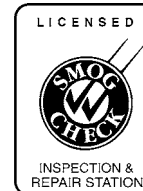
**Rental Cars Available**



**Se Habla Español**



**Smog Check**



**USA TODAY**



**We Sell Tires**



**WiFi**



# Specialty Logos

AAA



ASE



ASE Certified Blue



AYES



Blue Skies For Our Children



We Heart Your Honda



FREE Shuttle



Honda Factory Performance



Honda Brand Facebook Logo



Dealership Facebook Logo



PAX



President's Award



# Oil Logos

Honda



Amoco



Castrol GTX



Chevron



CITGO



CITGO SUPERGARD®



Conoco



Exxon



Havoline



Kendall



Mobil



Mobil 1



Northland



Pennzoil



Quaker State



Shell



Texaco



Valvoline



# OnDemand Self-Mailers

Along with the coupon offers, OnDemand self-mailers include a panel for a letter. You may choose your letter text from these seven options. This is a sample of how a self-mailer with a variable letter looks.



## OnDemand Variable Letter 1

*Why the Honda Dealer?*

Dear <<Customer First Name>>:

When it comes to vehicle maintenance, it's tempting to cut corners. But why compromise your Honda's performance, when the top quality Honda care you expect is available at a competitive price?

Our dealership specializes in the Honda Genuine Parts & Service you deserve. And we save you money, too (see attached coupons)! Enjoy prompt, courteous service – a thorough examination and evaluation of all necessary repairs – and most important, the confident feeling of worry-free driving enjoyment.

Isn't it time you experienced a higher standard of automobile service? Give us a call, and we'll be happy to schedule a convenient service appointment. Then, discover for yourself what makes our routine vehicle maintenance – anything but routine.

Sincerely,

## OnDemand Variable Letter 2

*Emphasis on Price*

Dear <<Customer First Name>>:

There's no reason to sacrifice quality to save money on Honda service. We give you both – quality service and great savings! That's why we'll match any offer from any other auto service facility!\*

What's more, this mailer includes many valuable coupon offers to help you save on the service you need now. What more could you ask for? Call us today to schedule a service appointment.

Sincerely,

\* Simply present competitor's offer at time of service write-up. Not valid on previous purchases.

## OnDemand Variable Letter 3

*Emphasis on Convenience*

Dear <<Customer First Name>>,

We know you're busy – that's why we make taking good care of your Honda so easy. Thanks to our convenient hours, you can make a service appointment that fits your schedule. We'll handle your vehicle's maintenance and repair needs while you go about your daily activities.

As your local Honda dealership, we're close to where you live or work. Why not call us today to make an appointment that works for you?

Sincerely,

## OnDemand Variable Letter 4

*Emphasis on Facilities*

Dear << Customer First Name>>:

Visit our remodeled service department to experience Genuine Honda Service in a state-of-the-art facility! We know you expect convenience without sacrificing quality – and that's what we deliver.

Thanks to our updated service department, you'll enjoy the best possible service in the best possible setting. Of course, some things haven't changed – work is still done by Honda-trained technicians using Honda Genuine Parts.

Call today for a service appointment and check out our new look!

Sincerely,

# OnDemand Self-Mailers (Continued)

Along with the coupon offers, OnDemand self-mailers include a panel for a letter. You may choose your letter text from these seven options. This is a sample of how a self-mailer with a variable letter looks.



## OnDemand Variable Letter 5 Emphasis on Brakes

Dear <<Customer First Name>>:

How are your brakes? While things might seem fine, it's a good idea to have your brakes inspected to make sure they are performing at their best. With safety a concern for all of us, keeping your brakes in top shape is essential. That's why Honda Genuine Parts are so important.

Honda Genuine Brake Pads represent one of the highest possible standards in brake technology. Why settle for anything less?

Call today for a brake inspection appointment.

Sincerely,

## OnDemand Variable Letter 6 Emphasis on Tires

Dear <<Customer First Name>>:

How are your tires?  
It's easy to take your tires for granted, but taking good care of your tires is very important. For example, inflating your tires to the correct pressure provides:

- Longer tire wear
- Fewer tire problems
- Better fuel economy
- Better handling

Bring your Honda to our service department for a tire inspection. Our Honda-trained technicians will let you know if your tires need to be inflated, balanced, rotated – or even replaced. If we do recommend replacement, we sell Honda Authorized Tires, so you won't need to go anywhere else for tires! Since we sell original equipment tires, you can rest assured you'll get the quality and expertise you expect.

Call today for an appointment.

Sincerely,

## OnDemand Variable Letter 7 Emphasis on Parts

Dear <<Customer First Name>>:

Like you, our goal is to help keep your Honda running like new. Honda Genuine Parts are designed and manufactured to meet Honda's exacting original equipment specifications.

Fortunately we have the factory-specified Honda Genuine Parts you need to keep your vehicle running at peak performance. Use the attached **coupons to SAVE NOW on the parts and services** you need most. Ask about our Honda Genuine parts, including our popular **oil filters, brakes, tires, and battery**.

Count on us for all your Honda Genuine Parts & Service Needs!

Sincerely,

# OnDemand Self-Mailers (Continued)

## OnDemand Preset Letter 1

### Tire Education

The Tire Education preset letter can be accessed by selecting one of the Tire tri-fold OnDemand options: 1) "Make sure you're getting the best tires for your Honda!" OR 2) "Got Tread." Once you have made your choice, you will have the option to use the Tire Education preset letter.

#### Not all tires are created equal.

As a Honda Authorized Tire dealer, we sell original equipment (OE) tires. The tires below may look the same – but a closer look will show that they're not. Our Honda-trained technicians will let you know if your tires need to be inflated, balanced, rotated – or even replaced. Bring your Honda to our service department for a tire inspection today.

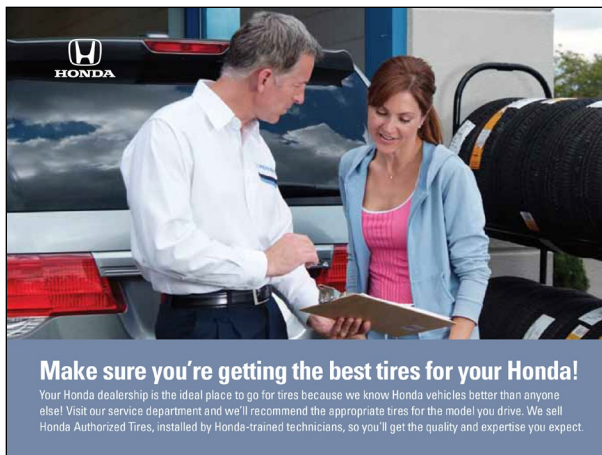
#### OE Tire

This tire was jointly engineered by Honda and Dunlop **specifically for your Honda** with improved performance characteristics such as:

- Stiffer casing
- Reinforced sidewall
- Enhanced tread design for better dry weather handling

#### Non OE Tire

**Don't be fooled by looks alone!** A retail store tire may look like our Honda tire – but it's not made to your Honda's specifications like ours is.





LCC PROGRAM HEADQUARTERS • 310 W. WISCONSIN AVE. • SUITE 1100 E • MILWAUKEE, WI 53203-2200  
800-466-1810 • FAX 800-466-1820