

## 2017 Competition Terms & Conditions

### PURPOSE

Advisors play a critical role in a dealership's fixed operations. The ability to take care of customers, maintain and fix any issues quickly and accurately affects not only profitability, but lifetime owner loyalty. This competition is to recognize the top advisors and honor their excellence and professionalism.

### ELIGIBILITY

In order to qualify for the district online challenge, advisors must meet all of the following requirements:

1. Active Honda service advisor (job code 0012).
2. Advisor must be at 100% completion in their job code required self-studies.
3. Advisor must have completed *Building Lifetime Owner Loyalty 101* and *201* workshops.
4. The advisor must be in the national top two-thirds in overall CSE (Customer Service Experience) score from January through December 2016.
5. The Honda dealership employing the advisor must be enrolled in the Honda Professionals Recognition Program.

**DEADLINE TO QUALIFY:  
MARCH 31, 2017**

### ELIGIBILITY (ZONE)

From the advisors who take the online test, the eight top scoring advisors from each zone (regardless of district) will be eligible to compete in the live skills competition at the zone technical training center.

### ELIGIBILITY (NATIONAL)

The winner from each zone competition (11 total) will be eligible to compete in the national live skills championship in Torrance, California.

### KEY DATES

3/31/17	Eligibility deadline
4/17 – 5/31/17	Submit enrollment form
6/1 – 6/30/17	Online test

### KEY DATES (ZONE)

10/13 – 10/15/17	Live skills competition at the Honda zone technical training center
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### KEY DATES (NATIONAL)

1/22 – 1/25/18	Live skills competition in Torrance, California
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### COMPETITION DETAILS

1. After the March 31, 2017 deadline, American Honda Motor Co., Inc. will contact the dealerships and provide a list of eligible advisor(s) to find out if they wish to participate.
2. An enrollment form will be sent to the DPSM, service manager, and qualified advisor(s). Use one form for all advisor entries within the dealership.
3. Prior to taking the online test, the enrollment form must be signed by both dealership management and the advisor to acknowledge their acceptance of the contest terms and conditions. If the dealership chooses not to enroll in the contest, the advisor(s) of that dealership WILL NOT be able to compete even if they meet all contest qualifications.
4. The test will be launched from within iN Online University.
5. The advisor can start the test anytime during the testing period: 6/1 – 6/30/17.
6. The test will consist of no more than 80 questions.
7. Advisors will have one hour to complete the test. Once the test is started, it cannot be restarted so advisors should make sure they have the full, uninterrupted hour to test.
8. Scoring will be calculated at American Honda Motor Co., Inc.

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9. Test scores and answers for all contestants will not be published or shared with anyone outside of American Honda Motor Co., Inc. and will only be used to determine the contestants' rankings in the competition.
10. In the event of a tying score(s), the faster completion time will be the tiebreaker.
11. In late July, 2017, the eight top scoring advisors from each zone will be announced, and the advisors will be invited to compete in the zone competition.
12. American Honda Motor Co., Inc. will be monitoring the integrity of the test taking through testing application safeguards and data analysis. Advisors who participate in unethical testing practices will be ineligible for all future TopAdvisor competitions.

### **ZONE COMPETITION DETAILS**

1. Zone finalists (eight per zone) will be invited to compete at the zone technical training centers:

Zone 1:	Torrance Training Center
Zone 2:	Portland Training Center
Zone 3:	Irving Training Center
Zone 4:	Troy Training Center
Zone 5:	Mt. Laurel Training Center
Zone 6:	Richmond Training Center
Zone 7:	Alpharetta Training Center
Zone 8:	Hoffman Estates Training Center
Zone 9:	Windsor Locks Training Center
Zone 10:	Englewood Training Center
Zone 12:	Stockton Training Center

2. Hotel information for each zone will be sent to qualifying advisors and their service manager. Dealership is responsible for advisor (and optional guest) travel expenses to the hotel including transportation to and from the airport (if needed). American Honda Motor Co., Inc. will cover expenses for:
  - 1 hotel room (zone finalist and 1 guest)
  - Evening reception (hors d'oeuvres and beverages)
  - All meals on competition day
  - Transportation between the hotel and the training center
3. Tentative zone contest itinerary:

FRI (10/13/17)	Evening: Welcome reception
SAT (10/14/17)	Breakfast
	Morning: Free
	Lunch at training center
	Afternoon: Advisors compete
	Evening: Awards banquet
SUN (10/15/17)	Departures

4. Advisors' competing order will be predetermined randomly and the order will be announced at the welcome reception.
5. Contest will be comprised of someone playing the role of the customer, a Honda vehicle and a panel of three or more judges; advisors will not be permitted to observe the presentations done by other advisors.

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6. Each contestant will have approximately 20 minutes from greeting to delivery.
7. Score sheets will be comprised of multiple categories. Each category will be scored on a scale between 0 and 5 points. Maximum score is 100.
8. Ten minutes will be used for judges to finalize score sheets and discuss judging (if necessary).
9. After all advisors have been scored, the contest will be over.
10. Scores for all contestants will not be published or shared with anyone outside of American Honda Motor Co., Inc. and will only be used to determine the contestants' rankings in the competition.
11. Mobile phones and tablets are strictly prohibited during the contest and should be powered off. Contestants found to be using their phone or tablet will be immediately disqualified from the competition. The only exception is if the scenario calls for help with the customer's mobile phone in which case the phone will be provided by the customer.
12. Top three scores will receive VISA gift cards.
13. Guests of zone finalists are not permitted to attend the competition, but are invited to the awards banquet.
14. Guests must be 21 years of age or older to attend the reception and awards banquet, due to the presence of alcohol being served. Due to various limitations, only one guest per competitor may attend.
15. The advisor who comes in 1st place will be invited to compete at the national competition. If the winner is unable to attend, an alternate will be chosen.

### NATIONAL COMPETITION DETAILS

1. Zone winners (11 total) will be invited to compete in the national competition in Torrance, California.
2. American Honda Motor Co., Inc. will cover the expenses for:
  - Airfare for zone winner and 1 guest
  - 1 hotel room (zone winner and 1 guest)
  - Transportation
  - All meals for zone winner
3. Tentative national contest itinerary:

MON (1/22/18)	Evening: Welcome reception
TUE (1/23/18)	Breakfast Advisors compete throughout the day
WED (1/24/18)	Activities: TBA Evening: Awards banquet
THU (1/25/18)	Departures
4. Advisors competing order will be predetermined prior to the competition and the order will be announced at the welcome reception.
5. Contest will be comprised of someone playing the role of the customer, a Honda vehicle and a panel of three or more judges; advisors will not be permitted to observe the presentations done by other advisors.
6. Each contestant will have approximately 20 minutes from greeting to delivery.
7. Score sheets will be comprised of multiple categories. Each category will be scored on a scale between 0 and 5 points. Maximum score is 100.
8. 10 minutes will be used for judges to finalize score sheets and discuss judging (if necessary).
9. After all advisors have been scored, the contest will be over.
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11. Mobile phones and tablets are strictly prohibited during the contest and should be powered off. Contestants found to be using their phone or tablet will be immediately disqualified from the competition. The only exception is if the scenario calls for help with the customer's mobile phone in which case the phone will be provided by the customer.
12. Top three scores will receive VISA gift cards.
13. Guests of zone winners are not permitted to attend the competition, but are invited to the activities and awards banquet.
14. Guests must be 21 years of age or older to attend the reception and awards dinner, due to the presence of alcohol being served. Due to various limitations, only one guest per competitor may attend.
15. The advisor who comes in 1st place will be the 2017 Honda TopAdvisor National Champion.

### **CLOTHING REQUIREMENT**

Advisors who qualify for the zone competition will be provided with an elite TopAdvisor shirt. Black pants, belt and shoes should be supplied by advisor. Another shirt will be provided for advisors making it to the national competition.

For the activity day, advisors should dress comfortably (jeans, collared shirt, comfortable closed toe shoes). No shorts, t-shirts or sandals.

For both the zone and national competition awards banquets, dress is business casual:

Bottoms: khaki pants, slacks, skirts Tops: collared shirt, blouse No jeans, tennis shoes, tight or short skirts, t-shirts or sweatshirts.
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### **EQUIPMENT AND MATERIALS**

American Honda Motor Co., Inc. will provide clipboards, pens and any service publications needed for the contest.

### **PRIZES**

For advisors qualifying for the zone and/or national competitions, a 1099-MISC tax form must be completed in the event that the prizes and accommodations exceed \$600 in value.

#### **Zone Competition Estimated Prize Values:**

Lodging:	TBD
Meals:	TBD
Transportation:	TBD
Prizes:	TBD
1st Place:	\$1,000
2nd Place:	\$500
3rd Place:	\$250

#### **National Competition Estimated Prize Values:**

Airfare:	TBD
Lodging:	TBD
Transportation:	TBD
Meals:	TBD
Prizes:	TBD
1st Place:	\$5,000
2nd Place:	\$2,500
3rd Place:	\$1,000

If zone winner brings a guest to the national competition, a 1099-MISC tax form must be submitted for the guest in the event that the travel and accommodations exceed \$600 in value.

Please note: American Honda Motor Co., Inc. will not be paying any individual eligible advisor for their time to participate in the TopAdvisor competition.

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### **PARTICIPATION**

Participation in the TopAdvisor competition is encouraged, but ultimately is voluntary and up to the dealership and advisors. Both the dealership management and the advisors must sign an enrollment form to participate. If dealership management elects not to enroll in the contest, advisors will NOT be able to compete even if they meet all qualifications.

By enrolling in the contest, the dealership and advisor(s) agree that the advisor(s) continue, at all times, to be solely the employee of the dealership and that no employment relationship is created by their participation. In addition, a separate Waiver and Release Agreement provided by American Honda Motor Co., Inc. must be executed prior to participation in the TopAdvisor live skills portion of the competition or it will be grounds for being eliminated or excluded from the competition.

In the event the advisor is no longer employed by the dealership from where they originally enrolled in the competition, the advisor is no longer eligible to compete, with one exception: If the advisor moves to another Honda dealership that meets eligibility criteria, that dealer may submit an enrollment form signed by both dealership management and the advisor to acknowledge their acceptance of the contest terms and conditions.

### **PUBLICITY**

American Honda Motor Co., Inc. reserves the right to publicize the district, zone and national competitions and the results of these competitions, including, but not limited to, photographing, recording, and filming/video-taping the competitions, having written descriptions of the competitions produced and disseminating any or all of the foregoing in any and all media. In order to participate in the contest, each participant will be required to sign a "Consent for Photography, Filming, Video/Audio Taping, Televising, Digital Imaging & Webcasting & Distribution," authorizing American Honda Motor Co., Inc. to use the participant's name, voice and likeness in connection with such publicity.

### **INDEMNIFICATION**

By participating and enrolling in the TopAdvisor competition, the dealership agrees to defend, and indemnify American Honda Motor Co., Inc. from any and all claims, causes of action, suits, demands, damages, losses, liabilities, costs, expenses and any actions of any kind whatsoever (collectively, "Claims"), arising in any way as a result of or in connection with the participation of its eligible advisor(s) in the TopAdvisor competition.

### **GENERAL**

American Honda Motor Co., Inc. reserves the right to terminate or modify the contest for any reason or no reason and modify these contest rules and guidelines at any time and in its sole discretion. In no event shall American Honda Motor Co., Inc.'s aggregate liability in connection with this contest exceed the sum of the estimated prize values listed in these contest rules and guidelines.