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***For Immediate Release***

**American Honda Announces Launch of ProFirst Quarterly Magazine**

TORRANCE, CA., October 26, 2016 – American Honda is pleased to announce the launch of a new magazine called ProFirst Quarterly. The focus of ProFirst Quarterly is to promote the ProFirst certified program and promote the complete and correct collision repair of all Honda and Acura automobiles. The inaugural issue is being mailed to every ProFirst certified shop and about 5,000 select body shops throughout the U.S. It will also be available at the upcoming SEMA show and through select Honda and Acura dealers. Subsequent issues of the 36-page, full-color periodical will be produced, tentatively in January, April, July and October.

The inaugural issue will feature several technical articles, one about the hottest topic in the industry today – pre and post repair scanning. Also featured will be profiles of various ProFirst shops, guest columns from industry veterans Mike Anderson and Mark Claypool and great feature articles from I-CAR and VeriFacts.

Planned for future issues is a look at what Honda is doing to combat counterfeit parts in the U.S. Another article will explore what it takes to bring a Honda Genuine part from the manufacturer to a shop's door, and a look at the difference between replacement tires and the OE tires found on new Honda and Acura vehicles. Of course there will be more technical articles and a look into the past to see what events in the collision industry brought us to the current landscape.

The inaugural issue should start arriving at ProFirst certified shops, and select shops during the week of October 24. The magazine will also be distributed through select Honda and Acura dealers. To locate a distributing dealer near you, contact American Honda at profirst@ahm.honda.com. Please put "Magazine" in the title.

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