



Tendo and American Honda Introduce e-business Tools to Honda's Powersports Dealers

Tendo's high-quality custom publication for Honda expands to website content strategy and e-business marketing tools

San Francisco, CA ([PRWEB](#)) April 25, 2005 -- [Tendo Communications](#), a strategic custom publisher producing unique [print publications](#) and [Web communication programs](#), and American Honda announced today the success of a quarterly magazine for Honda's Powersports dealers.

Building on the success of the custom print publication Tendo produces for its automotive dealers, American Honda engaged Tendo to extend its e-business communication program to reach the company's network of approximately 1,200 Powersports dealers.

After completing an analysis of both the audience and the industry, Tendo developed a core recommendation that called for a [high-quality custom print publication](#) to meet the specific needs of Powersports dealers. Inside Line magazine debuted at the 2004 Honda Dealer Show, featuring a visually rich, full-color format and showcasing articles that introduced Honda's suite of e-business tools. Honda anticipates extending the program to the Web sometime this year.

In its first two issues, Inside Line has introduced Powersports dealers to Honda's e-business tools through real-world scenarios that demonstrate how dealers can apply the technology to their daily business processes. This custom print publication has shown demonstrable results:

- Honda has used Inside Line to promote the launch of several sales force automation and customer relationship management applications
- Professional dealer profiles and newsworthy information have generated goodwill within the dealer community
- Other divisions within Honda have leveraged Inside Line to complement their own marketing initiatives

As readership and awareness of Inside Line increases, both Tendo and Honda anticipate that more dealers will embrace the company's e-business tools.

About American Honda

American Honda is a subsidiary of Japan's Honda Motor Co. In 1959, Honda opened its first motorcycle storefront in Los Angeles with six employees. Today, the company's best-selling cars include the Odyssey minivan and the CR-V SUV.

About Tendo

As a leading custom publisher, [Tendo Communications](#) specializes in developing and implementing content-rich [customer communication programs](#). Their custom print publications, [website content strategy programs](#), and [editorial training services](#) are focused on building brand awareness, developing strong customer relationships, and [delivering value](#) and return on investment.

[Contact Tendo](#) to learn more about their customer communications solutions, or [sign up for their bimonthly e-mail newsletter](#).



###



Contact Information

Celia Canfield

Tendo Communications

<http://www.tendocom.com>

415.369.8201

Online Web 2.0 Version

You can read the online version of this press release [here](#).