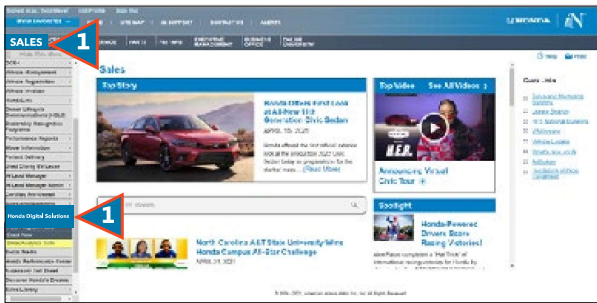




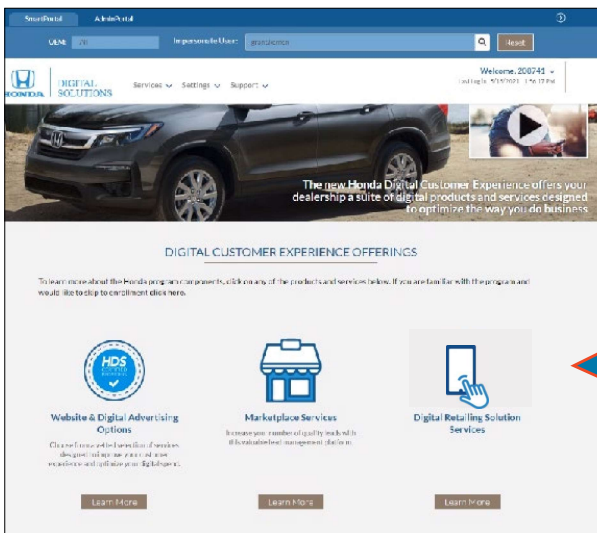
Welcome to HONDA DIGITAL SOLUTIONS

The Honda Digital Solutions program is a comprehensive suite of digital products and services designed to coincide with your dealership's digital strategies. Provider and service options are carefully vetted to offer you a streamlined selection of services to cover dealer websites, digital advertising, SEO and more. You choose what works best for your dealership from our selection of Full-Service and Mix and Match options.

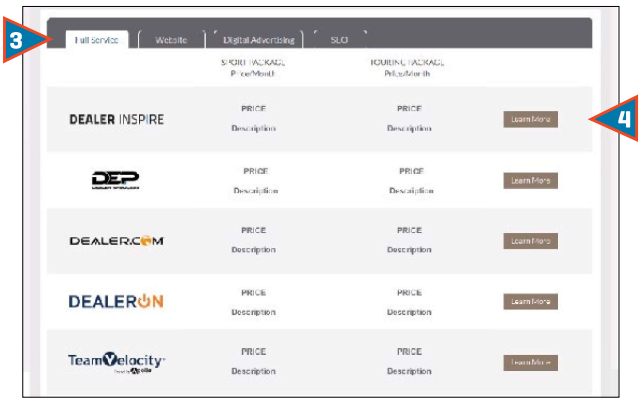
The HDS enrollment site provides a convenient and secure place to manage all of your digital enrollments. **Here's how to get started.**



- 1 Visit www.in.honda.com
Log into the iN.
Click on the **Sales** tab.
Locate **Honda Digital Solutions (HDS)**.



- 2 Once entering the portal, your dealership can select from HDS providers and services within the areas of:
 - Website
 - Digital Advertising
 - Marketplace Services
 - Digital RetailingYour path may differ depending on the service(s) you choose.

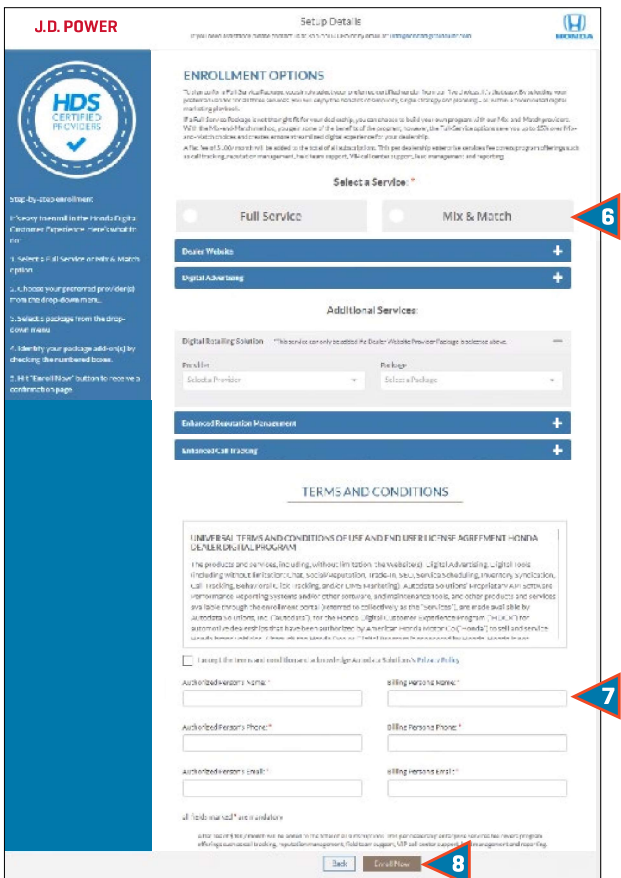


3 Compare packages from various providers.

4 Select the button to **Learn More** about each of the services you are interested in.



5 PDFs with descriptions of are also available for view. Hit the **Enroll Now** button when you're ready to finalize your choice(s).



6 Select between **Full Service** (choose one provider for all services) and **Mix and Match** (choose different vendors for each service).

The program service fee of \$100/month will automatically be added to your enrollment (covers Call Tracking, Reputation Management, Field Team Support, Lead Management and Reporting).

7 After your service(s) are selected, fill in the required information and agree to the **Terms and Conditions**.

8 Hit **Enroll**. You will receive a confirmation email that includes next steps. Congratulations on setting your dealership up for digital success!