

CASE STUDY

Honda Moto

COMPANY OVERVIEW

Honda Motor Europe Ltd – France (HME-FR) is the official importer of Honda products in France. Based in Marne-la-Vallée, 25 km east of Paris, it has 100 employees across three main divisions: automotive, motorcycles, and other equipment products (gardening, industrial, and marine). The company's main activities are logistics, network development, after-sales service, spare parts, marketing, and sales. The network spans 1,100 dealerships across France.

HME-France is a subsidiary of the European headquarters HME, located in Bracknell, near London. HME itself is a subsidiary of Honda Motor Co. in Tokyo, Japan.

Honda is one of the largest manufacturers in the field of mobility, producing automobiles, scooters, motorcycles, outboard boat engines, as well as a private jet, the HondaJet.

OBJECTIVES, NEEDS, AND PUBLIC RELATIONS CHALLENGES

To **increase its visibility in various media outlets and to standardize its communications**, HME-France looked to collaborate with MediaConnect, which provides a simple and intuitive way to create high-quality press releases.

The company also wanted to **target other media outlets** for which they didn't have connections beyond its typical auto/moto media contacts.

THE MEDIACONNECT SOLUTION

"Regarding our challenges, MediaConnect was able to comprehensively meet all of our needs. The media segmentation makes it easier to distribute our press releases to different targeted media outlets. The constant availability of the MediaConnect team is also an enormous plus point. After reviewing several platforms, we decided to move forward with MediaConnect, with no regrets. MediaConnect convinced us by adapting their tool to our needs."



Nicolas Mariotti

Press Relations Manager, Motorcycles Division