

# Product Responsibility



## Management Approach

The Company is steadfast in its dedication to delivering sustainable mobility solutions through a focus on product excellence, customer well-being, effective marketing strategies, and unparalleled after-sales support. The company is consistently broadening its reach and enriching its product offerings to cater to the diverse needs of its customers. Furthermore, its sales and service network is continually expanding across Pakistan. To uphold customer satisfaction, the Company proactively engages in dealer training programs and welcomes input from customers. Moreover, it conducts regular safety training sessions for customers, prioritizing their well-being and that of all road users. Adhering to Honda's vision, the Company meticulously considers the health and safety implications of its products to ensure the utmost safety for customers and others on the road. Rigorous monitoring and frequent reviews are conducted across all aspects of the business to uphold its steadfast commitment to delivering top-quality products.

## Product Quality

Atlas Honda strives to earn the trust of its customers through the delivery of superior-quality products. Quality is emphasized throughout the entire lifecycle of the products, spanning from initial

planning stages to development, manufacturing, distribution, sales, and after-sales service. Atlas Honda meticulously assesses the performance of its products, considering their effects on health and safety. Insights gleaned from these evaluations are leveraged to devise and execute effective solutions. Throughout the year, all company products consistently meet the standards regarding health and safety impacts.

## Honda's Quality Cycle

The Company's global partner, Honda Motor Company Limited follows a uniform quality strategy worldwide. In order to maintain its commitment to high-quality standards, quality assurance activities are overseen by a centralized entity across all departments. Through the application and integration of design and development knowledge during preparation and production phases, the Company enhances quality by creating manufacturing-oriented visuals and implementing control techniques to minimize process variations. Subsequent to sales, product quality enhancements are implemented based on analysis of customer feedback. These enhancements inform our expertise for next rounds of design and development.

## Honda Quality Cycle



### Design & Development

Implement quality assurance from the drawing stage by utilizing design and manufacturing expertise to facilitate manufacturing



### Production Conduct Rigorous

Conduct rigorous inspection of parts, completed vehicles and takes steps to ensure no damage occurs during transport



### Quality Information

Information from customers and markets throughout the country is collected and analysed with improvements quickly made to quality market quality improvement system)



### Production Preparation

Prepare quality assurance in production processes by building manufacturing controls that limit process variability



### Sales & Service

Market quality issues after sales are dealt with by dealerships, which collect quality information from customers in a timely manner

## Quality Improvement Programs

Program	Objective
Vendor Improvement Program (VIP)	To establish Quality Management System (QMS) at the vendor end to control process rejections and improve the quality management skills of suppliers.
Service Instructor Quality Program (SIQP)	To foster high quality, dedicated service staff and standardize training delivery across the company as per Honda standards. Future trainers are trained to achieve proficiency in training, communication skills and key instructional abilities.
Training of service and dealers Staff	A one-day training program to improve their skills of judging the problem pertaining to a claim to ensure timely and efficient rectification.
Quality Control (QC) Foreman course	A two-day program to understand how to put into practice the quality control techniques and approaches needed in quality assurance activities in manufacturing.

### Marketing & After-Sale Service Product & Service Labelling

The Company adheres not only to stringent local laws and regulations but also prioritizes safety, human rights, environmental concerns, and ethical standards in its product information and presentation. Product labelling is a pivotal aspect of the company's display strategy, aiding in marketing efforts and providing users with comprehensive instructions. To effectively communicate product details, each customer receives an Owner's Manual upon purchase, containing operational guidance, safety instructions, maintenance tips, and model-specific features. While auto parts sourcing and details are not mandated for disclosure, the company does not provide such information. During delivery, technical features are elucidated to customers through demonstrations. Additionally, there have been no instances of non-compliance with regulations or voluntary codes regarding product and service labelling, as all company products are compliant.



### Marketing Communication & Anti-Competitive Behaviour

The company supports its customers by providing information and assistance with purchases, while also maintaining connectivity through its website and various social media platforms such as Facebook, Twitter, and Instagram. The online presence allows the company to:

- Maintain continuous communication with customers,
- Aid customers in locating nearby dealerships,
- Furnish customers with comprehensive information on product features and pricing.

In all marketing communications across all channels, the company ensures that its advertising content does not contain any suggestion of anti-competitive behavior or intentions, and refrains from incorporating any content that may be deemed malicious, offensive, or anti-social. Throughout the year, there have been no reported instances of non-compliance with regulations or voluntary codes pertaining to the provision and use of product and marketing communications, including advertising, promotions, and sponsorships. Additionally, the company has not faced any legal actions related to allegations of anti-competitive behavior, anti-trust concerns, or monopolistic practices.

### Customer Confidentiality

The company has established a B2B system to manage, regulate, and centrally manage data, thereby enhancing the efficiency of its operations. Rigorous privacy protocols are enforced to protect customers' sensitive data. Furthermore, the company has formulated a comprehensive business continuity and disaster recovery strategy to guarantee seamless operations. As a result of these initiatives, there have been no reported instances of non-compliance, breaches of customer privacy, or data loss over the course of the year.

### Customer Feedback

The Company recognizes the significance of customer expectations and feedback in enhancing product quality and user-friendliness. It also monitors the duration taken to address complaints. Throughout the 2023-24 period, the customer contact center effectively handled a total of 78,563 calls/emails from customers regarding complaints, suggestions, and product inquiries. Additionally, an outbound survey conducted under the customer contact center's purview (DCSI) successfully engaged 7,800 respondents during the year.

### Dealers Convention

Dealerships serve as the forefront of the company, each playing a pivotal role in its ongoing success. Therefore, the company exclusively partners with dealers who demonstrate the ability to consistently uphold its brand standards. To further to enhance their skills, the company organizes various training sessions. Throughout the year, a total of 721 training camps were conducted, attended by 6,713 participants, including company staff, mechanics, and dealers.

The company ensures timely dissemination of information regarding mid and long-term strategies, products, and services to its dealers. It strives to build trust and improve communication among dealers and with the company through various sales, service, and parts dealer conventions.



Views of Dealer Convention

### Free Checkup, Oil Change & Test Rides

Throughout the fiscal year 2023-24, the Company organizes diverse customer relationship-building activities, such as complimentary checkup camps, test rides, and oil change events held at different venues. These initiatives serve to strengthen the company's relationship with its customer base and efficiently meet their needs and inquiries. Over the course of the year, more than 440,000 customers were attended to through 8 service campaigns. Furthermore, large-scale complimentary checkup camps were conducted across more than 770 dealerships, spanning over 305 cities, serving a wide range of customers.



Views of Free Checkup Campaigns

### Customer Safety

The company's commitment to safety mirrors Honda's Global Safety Slogan. Furthermore, its efforts to create a secure road environment for users are visible through its educational and awareness initiatives and campaigns. AHL believes in Don't be safety blinded, be safety minded.

### Safety Riding Training and Education

Atlas Honda is committed with its safety vision and contributing to develop road safety awareness by its Safety Riding Trainings and Education. This year, the company conducted training sessions for 558 safety advisors at dealerships across all regions. These trainings aimed to enhance users' riding skills, deepen their knowledge of road signs, and improve their proficiency in electrical and mechanical maintenance.

Additionally, follow-up sessions were conducted for all trained safety advisors within the network. Subsequently, these safety advisors passed on their knowledge to customers at the dealerships. The company is also initiating efforts to empower women by providing them with the necessary skill sets to enhance their mobility and ensure their independence. Safety lectures constitute a crucial aspect of the company's road safety program. Annually, the company collaborates with various institutes, universities, and colleges to host these lectures, which provide valuable information and contribute to reducing the likelihood of accidents. Below are the details of activities carried out throughout the year under the umbrella of safety education.

- Safety riding training & lectures to end customers at dealerships across nationwide (26,417 Participants)
- Safety lectures to students from various educational institutions (21,325 Students)
- Safety riding training & lectures to Government, Corporate, Traffic Police Officials (6,491 Participants)
- Safety riding training to females from Punjab & Sindh Police and general public (711 Participants)



Views of Training Camps

### Safety Riding Awareness Campaigns

To ensure riders safety, AHL is continuously conducting Safety Riding Awareness Campaigns to make riders more aware about ride safety. To raise awareness, AHL coordinates with Traffic Police Departments in various cities across Pakistan to create awareness about use of indicators, helmets and side mirrors. During the year, 10,989 customers served in safety awareness & Light /Brake Checking campaign.



Views of Safe Riding Awareness Campaigns

In addressing the safety concerns of bike riders and traffic issues in the country, AHL persists in its efforts to enhance the riding skills of motorcyclists. The target audience encompasses customers, students, government agencies, and corporate entities. AHL conducts bike riding and training sessions throughout the year via Road Training (RT) and digital riding simulators through which 4,827 participants were trained. This group comprises students, government and corporate organizations, dealership customers, and the general public.

### Market Trials for EV Motorcycle

As part of the company's commitment to sustainability and innovation, it has embarked on comprehensive market research to better understand customer preferences and requirements for electric vehicles (EVs). This research involves actively obtaining feedback from customers using an international variant of Honda's EV model. The company's goal is to gather valuable insights into their experiences, needs, and expectations.

Currently, the company is leveraging an international variant to gauge customer reactions and gather detailed feedback. However, recognizing the unique needs and preferences of the local market, the company plans to modify this model to better align with the specific demands of its local customers. This tailored approach will ensure that the company's EV model is not only environmentally friendly but also highly relevant and appealing to its target audience. This initiative underscores company's dedication to creating value for its customers and contributing to a greener future through innovative and locally adapted EV solutions.



### Extending Lifecycle: Our Commitment to Sustainable Mobility Through Bike Refurbishment

In our commitment to sustainability and environmental stewardship, we are proud to introduce a pioneering initiative aimed at extending the life cycle of our motorcycles through a comprehensive refurbishment program. This initiative not only underscores our dedication to quality and customer satisfaction but also significantly contributes to the principles of the circular economy by promoting reuse and reducing waste. By refurbishing pre-owned bikes, we ensure that high-quality, reliable motorcycles remain in service longer, thus minimizing the environmental impact associated with manufacturing new units. This program not only conserves valuable resources and reduces greenhouse gas emissions but also makes our bikes more accessible to a broader audience, fostering a more inclusive market. Our refurbished bikes meet the same stringent safety and performance standards as new models, providing customers with a sustainable and cost-effective transportation option. Through this initiative, we are taking concrete steps towards reducing our carbon footprint and promoting sustainable consumption practices.

