HONDA
The Power of Dreams

Parts Operations and Retention Department

Subject: **Honda Extended Guarantees - Pricing and Eligibility Updates**

To: **Retailer Partners**

Date: **Monday 2nd November 2026**

Dear Retailer Partner,

We are writing to outline important changes to our Honda Extended Guarantee products, effective **1st November 2026.**

Definitions

For clarity, the following acronyms are used throughout this bulletin:

1. **HGA (Honda Approved Used Guarantee)** – the guarantee provided as part of the Honda Approved Used programme.
2. **HGE (Honda Extended Guarantee)** – the extended guarantee sold over-the-counter, available for eligible Honda vehicles.
3. ***HRB (12 month Roadside Assistance)*** *– Complimentary, service-activated roadside assistance product, available through participating Retailers only.*

What is changing?:

- ✓ Honda Approved Used (HGA) and Honda Extended Guarantee (HGE) vehicle eligibility will be **extended from 8 years to 12 years old**
- ✓ HGA, HGE & HRB **pricing will increase**

HGE & HGA Extension of Vehicle Eligibility to 12 Years

Both HGE & HGA vehicle eligibility will be extended **from 8 to 12 years old**.

This enhancement has been driven by feedback from the National Retailer Council, creating additional opportunities to retain older vehicles, drive profit, and strengthen the Approved Used proposition.

HGA, HGE & HRB Pricing Increases

Please see the updated Extended Guarantee pricing below:

		Current (ex VAT)	**New (ex VAT)**
HGE & HGA	**12 months**	£449	**£495**
	24 months	£749	**£815**
	36 months	£985	**£1,065**
HRB	**12 months**	£12	**£28**

As older vehicles can present a higher risk profile, an increased claims fund is required to ensure financial sustainability. Additionally, the price increases reflect increased Roadside Assistance costs.

Alongside the pricing changes, a commission adjustment has been applied to simplify the retail pricing structure. The changes are summarised on the following page, which are expected to drive higher overall commission earnings and support retailer profitability.

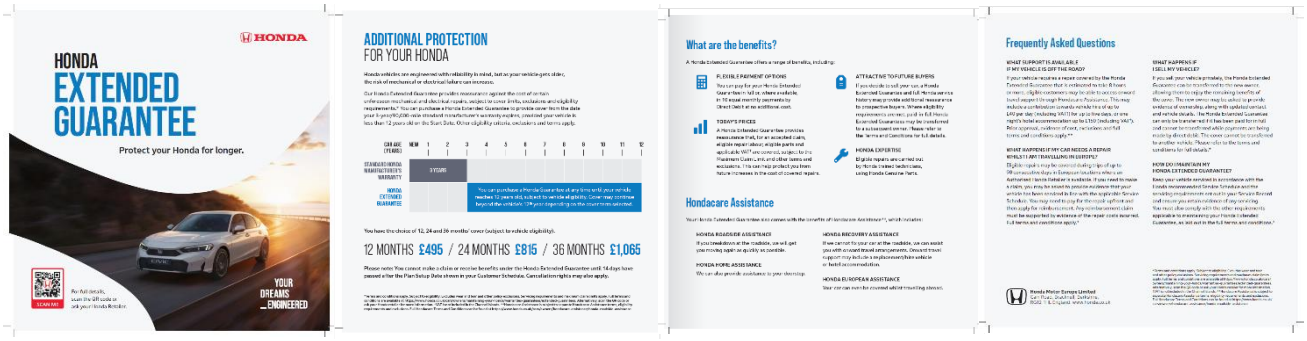
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Based on HGE/HGA sales volumes		
Change to dealer commission	**102Ki volumes**	**KiTD volumes**
12-month: +£7.28 per sale	+£97,886.88	+£56,245.28
24-month: +£2.26 per sale	+£6,560.78	+£3,516.56
36-month: -£1.48 per sale	-£3,972.32	-£2,701.00
Net increase in commission	**+£100,475.34**	**+£57,060.84**

Honda Extended Guarantee (HGE) POS

The Honda Extended Guarantee brochure has been updated and refreshed to reflect the new pricing. The brochure will be available to order via the Shop on the Honda Brand Portal w/c 9th November.



Digital assets will be available to download from the "Aftersales – Automobile Assets" section on Honda Brand Portal. You can click here to download all of the digital assets.

- Digital brochure
- Screen graphic
- Social media assets

Important: Retailers should ensure to remove and replace all existing POS materials displaying previous Honda Extended Guarantee pricing. Any retailer webpages or digital content referencing outdated pricing should also be updated accordingly.

For any support with Honda Brand Portal, please contact claire.woodbridge-smith@honda-eu.com.

We thank you for your continued support and if you have any questions, please contact your Aftersales Area Manager.

Honda (UK)

Charlotte Cox
Parts Operations & Retention Department Manager