

Wilde East Towne Honda: Distinguished by Honda Council of Parts & Service Professionals

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MADISON, Wis.— American Honda Motor Co., Inc., is proud to announce that [Wilde East Towne Honda](#) is now an esteemed member of the 2017 Council of Parts & Service Professionals.

The Honda Council of Parts & Service Professionals, introduced in 2016, recognizes the best parts and service departments in Honda dealerships across the country. Only 150 Honda dealerships, out of more than 1,000 nationwide, receive this annual honor for excellence in parts and service operations.

“Wilde East Towne Honda is committed to delivering an outstanding customer service experience,” said Bruce Smith, Senior Vice President of Parts, Service and Technical Operations for Honda. “Their parts and service teams elevated their performance and proved themselves worthy of this honor.”

Honda has identified key measurements and behaviors that, when achieved in the aggregate, drive optimal levels of customer satisfaction, repeat business and long-term loyalty. Wilde East Towne Honda has not only excelled in all aspects of Honda’s established criteria, but has also surpassed the minimum requirements for membership qualification in the Council of Parts & Service Professionals.