

For Immediate release
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Rossi Honda of Vineland Named a 2018 Energy Efficiency Leader in Honda Environmental Leadership Program

Rossi Honda of Vineland Among 33 Dealerships Nationwide to Receive New Recognition

Vineland NJ 3-26-19 – Rossi Honda 1517 S Delsea Dr, Vineland, NJ , an award recipient of the Honda Environmental Leadership Program or Green Dealer Program, has been named a **2018 Energy Efficiency Leader**. The annual recognition is awarded to dealerships that have shown exceptional energy performance compared to other dealerships in their zone, based on their energy use per square foot of building space.

Rossi Honda is one of 33 dealerships nationwide to be recognized as a 2018 Energy Efficiency Leader, a new designation for Honda Green Dealer program participants. Honda introduced the recognition to encourage continuous improvement among its Green Dealers and acknowledge their ongoing efforts to conserve energy. Honda analyzes dealerships' energy performance over a calendar year to determine the Energy Efficiency Leaders.

"We're proud to be recognized as a 2018 Energy Efficiency Leader and join Honda's global effort to preserve and protect the environment," said Ron Rossi, CEO. "It has been extremely gratifying for our associates and customers to experience the changes we've made at our dealership to lower energy costs and reduce our environmental impact in the community."

Honda introduced its voluntary Green Dealer Program to its U.S. dealers in the fall of 2011. The company uses a third party evaluator to conduct environmental audits of participating dealers and recommend strategies for reducing their energy use. To date, participating dealers across the company's automotive, power equipment and powersports lines have collectively reduced CO₂ emissions by more than 59,000 metric tons and saved nearly \$12.5 million in energy costs.

For more than three decades, Honda has been working to reduce the environmental impact of its products, manufacturing and logistics operations, and facilities in North America. These initiatives are reported annually in the company's [North American Environmental Report](#). Expanding its environmental initiatives to its dealer body is the logical next step in the company's effort to reduce waste, energy use and CO₂ emissions across the full spectrum of its operations and throughout the lifecycle of Honda products, including at the point of sale.

About Rossi Honda

Rossi Honda is a full-service Honda dealership, providing its customers in the South Jersey community with high-quality sales and service support since 2000.

Honda's Commitment to the Environment

Based on its vision of "Blue Skies for our Children," Honda is working to advance technologies that address society's environmental and energy concerns. The company intends for electrified vehicles to comprise two-thirds of its global automobile sales by 2030. In North America, the Honda Electrification Initiative will see Honda's electrified powertrain technologies applied to an expanding portfolio of cars and light trucks in the years ahead. Honda's electrified vehicle lineup today includes the Clarity series of vehicles, featuring fuel cell, battery electric and plug-in hybrid powertrains, along with the new Accord Hybrid and Honda Insight.

Honda is working to reduce the environmental impact of its products throughout their life cycle, including reducing waste, emissions and further improving the energy efficiency of producing, distributing and selling Honda and Acura products in North America. This includes a 93 percent reduction in waste sent to landfills from Honda plants in North America.

Through its "green purchasing" and "green dealer" initiatives, the company also is working to promote more environmentally responsible business practices with its more than 650 original equipment suppliers and 1,300 retail dealer partners.

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