

apd have provided the Honda UK (Web Based) Dealer Composite service since January 2007, at which time the transfer from our previous service provider was completed seamlessly and on time. Dealer feedback has indicated that the apd (iCIS) composite data input process is considered the most effective in the industry.

The roll-out of our other associated BM products:

Interrogator, Profit Planner, New Model Tracker & Web Based Daily Operating Controls have all been successfully achieved over the past 2 years.

apd Product Development, particularly the use of Web Technology, has undoubtedly delivered us a significantly improved suite of reports and BM Tools which we consider to be industry leading.

The level of service and response to requests for product enhancements, additions or occasional problems has been excellent.

General satisfaction with the quality of both product and service was key to awarding the Honda Motorcycles composite contract to apd in 2008 and has now secured the company a strong position as a contender for a potential pan European Honda composite project.

Chris Wilde

National Business Development Manager

HUK