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## **URBAN SCIENCE HONORED WITH 2002 AMERICAN HONDA PREMIER PARTNER AWARD**

DETROIT, September 9, 2002 – Urban Science, a global strategic consulting firm headquartered in Detroit, has been awarded the American Honda Premier Partner Award, which recognizes suppliers that embrace the Honda philosophy of exceeding customer expectations.

“We’re deeply honored to be recognized for the services we provide to American Honda,” said John Loney, Urban Science Account Executive for Honda. “We strive to provide the highest level of service to all of our customers, and are grateful for the recognition.”

This year, 15 winners were selected from more than 1,500 Honda suppliers. Nominees were evaluated on the following criteria: providing excellence in quality, cost and customer service; level of project complexity, and years of service to American Honda. The winners were recognized at a Honda management forum in late August.

Urban Science has worked with Honda for more than 15 years, providing market analysis systems that help Honda evaluate its dealer body and monitor market performance to help optimize sales.

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“We nominated Urban Science for this award because they’re a valuable asset to us,” said Bill Green, manager, market planning at American Honda. “We value organizations that display a vested interest in our well-being as well as theirs -- an interest over and above a client relationship. Urban Science ensures that our objectives of a high-quality dealer network are met with success.”

“Honda prides itself on having the highest standards of quality and service for its customers,” said Ernie Kelsey, manager of service marketing for Honda. “It’s gratifying to work with a partner who emulates our standards.”

Founded in 1977, Urban Science provides customized intelligent solutions to companies seeking to increase the market share and profitability of their retail networks. Urban Science serves its global clientele from offices in the United States, Spain, England, Germany, Italy, Australia, The Netherlands, Mexico and Japan. For information: [www.urbanscience.com](http://www.urbanscience.com).

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