



Coastal Villages Region Fund Partners with American Honda to Open First-Ever Authorized Service Centers

Locations in Eek, Scammon Bay and Kipnuk will support residents' subsistence lifestyles while helping them save time and money

ANCHORAGE, Alaska – February 23, 2021 – [Coastal Villages Region Fund](#) (CVRF) today announced its partnership with American Honda Motor Company, Inc. to open three Authorized Honda Service Centers in rural Alaska. These first-of-a-kind service centers will be equipped with Honda-trained CVRF staff and original equipment manufacturer (OEM) parts and tools. With staff's ability to perform service and warranty work, residents will have access to faster repairs for their Honda ATVs and UTVs (side-by-sides) and experience tangible cost savings.

"Honda has never had a program like this before, so we're especially thrilled that they're launching it to help support our communities," said Jacob Rivers, mechanic/welder from Scammon Bay. "ATVs are one of the primary means of transportation in rural Alaska and a critical part of everyday life. Accessing repair services without having to ship products to Anchorage will save residents thousands of dollars and the loss of what is sometimes their only means of transport for months. Awaiting repairs can also interrupt subsistence living."

Before this program, servicing an ATV, side-by-side, or other Honda vehicles under warranty required shipping it to authorized dealers hundreds of miles away from CVRF's communities.

"We're proud that Honda is the brand of choice for ATV and side-by-side customers in rural Alaska, where the harsh conditions make durability and quality paramount purchase considerations," said Bill Savino, senior manager of marketing and promotions at American Honda Motor Company. "Customer access to dependable, expert service is vital to ensuring continued product reliability. We're pleased that CVRF has taken the important step of implementing this innovative program, and we look forward to continuing this relationship."

Thanks to this joint venture with Honda, CVRF staff at three strategically located Authorized Honda Service Centers in Eek, Scammon Bay and Kipnuk are equipped to handle repairs from across the region. CVRF has also made substantial investments in parts, tires, lubricants and tools necessary to ensure the repairs, including warranty work, goes smoothly.

"Since the founding of the People Propel Program, CVRF has continued to search for ways to leverage vendor and manufacturer relationships for the benefit of residents. Honda was the natural choice since 97% of ATVs purchased in our communities in the last 5 years are Honda," said Eric Deakin, CEO of CVRF. "By reinvesting and reinventing programs, and seeking strong partnerships, we aim to lift our communities and create a brighter, more hopeful future."

This program is made possible as a direct result of the revenue brought in by CVRF's fishing operations in the Bering Sea.



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About Coastal Villages Region Fund

Coastal Villages Region Fund (CVRF) uses Bering Sea fishing rights granted to it by the Community Development Quota (CDQ) program to foster sustainable and diversified local economies in western Alaska. CVRF is organized as a 501(c)(4) Alaska non-profit corporation and operates in 20 member communities located along the west coast of Alaska, from Scammon Bay to Platinum. CVRF generates the money to fund its programs by harvesting fish in the Bering Sea with its own fleet of vessels.

CVRF is dedicated to creating sensible, tangible, and long-term economic development opportunities that generate hope for the more than 9,300 residents of its communities. It is governed by a Board of Directors consisting of one member democratically elected from each community. CVRF is the largest Alaskan-owned seafood company in history and the first CDQ group to own and control the vessels that harvest the vast majority of its CDQ allocations.

For more information, visit www.CoastalVillages.org and www.facebook.com/CoastalVillagesRegionFund.

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